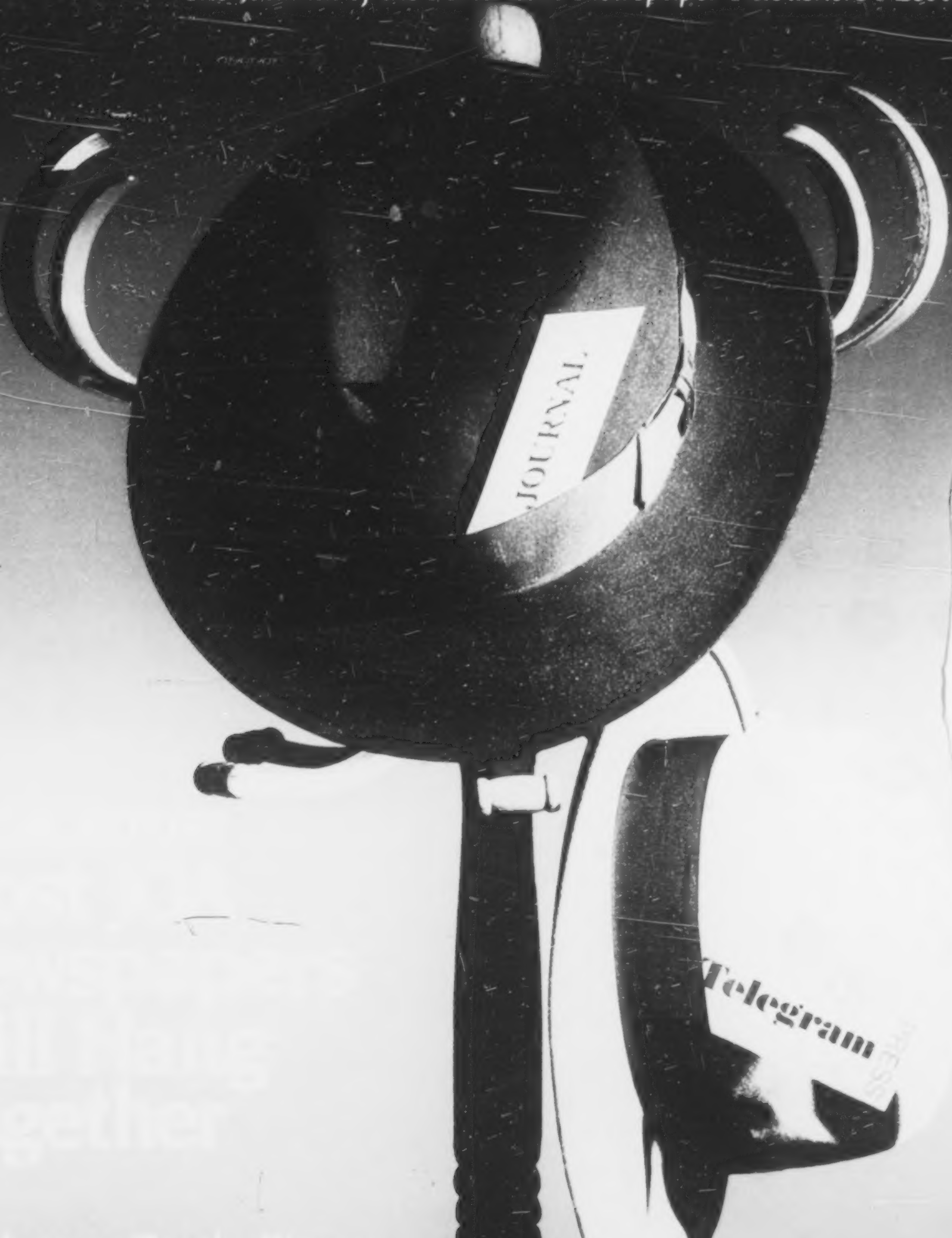
August 1985

presstime

The Journal of the American Newspaper Publishers Association



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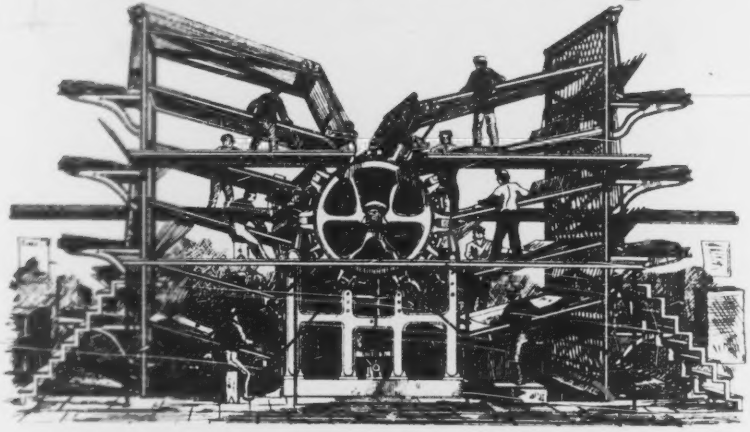

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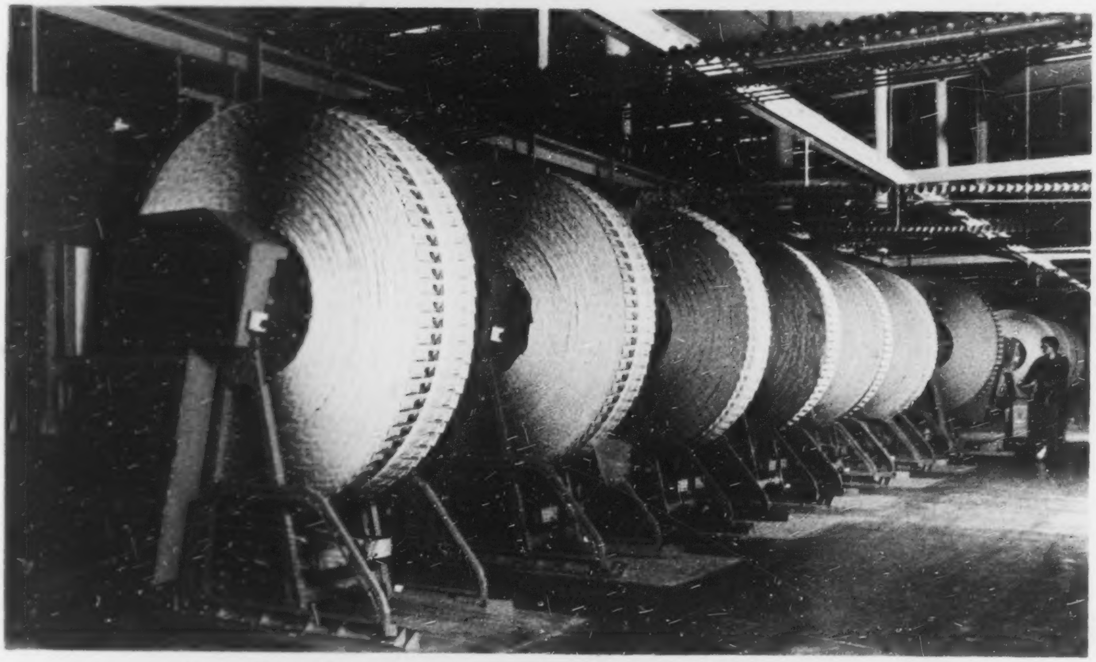

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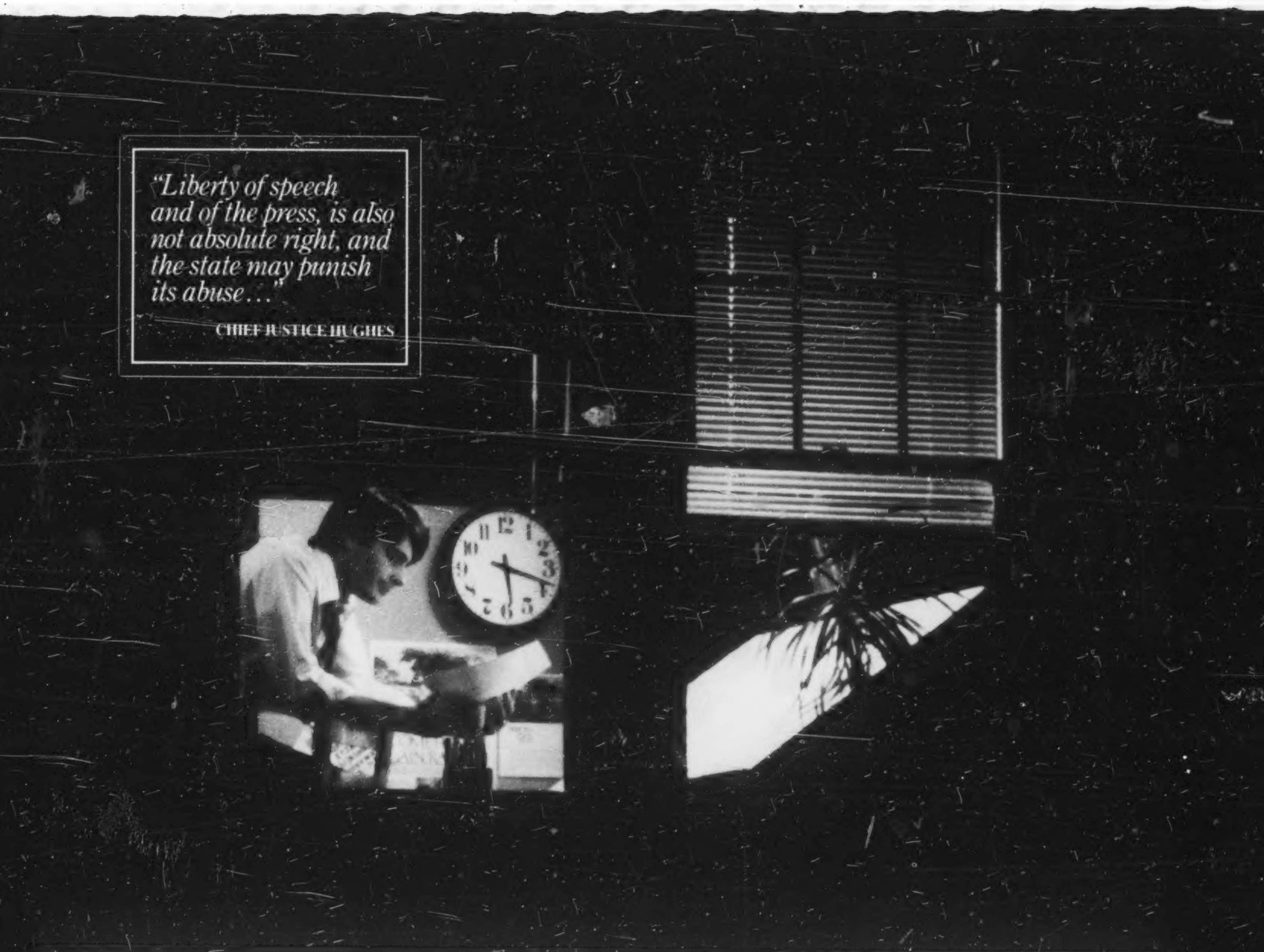

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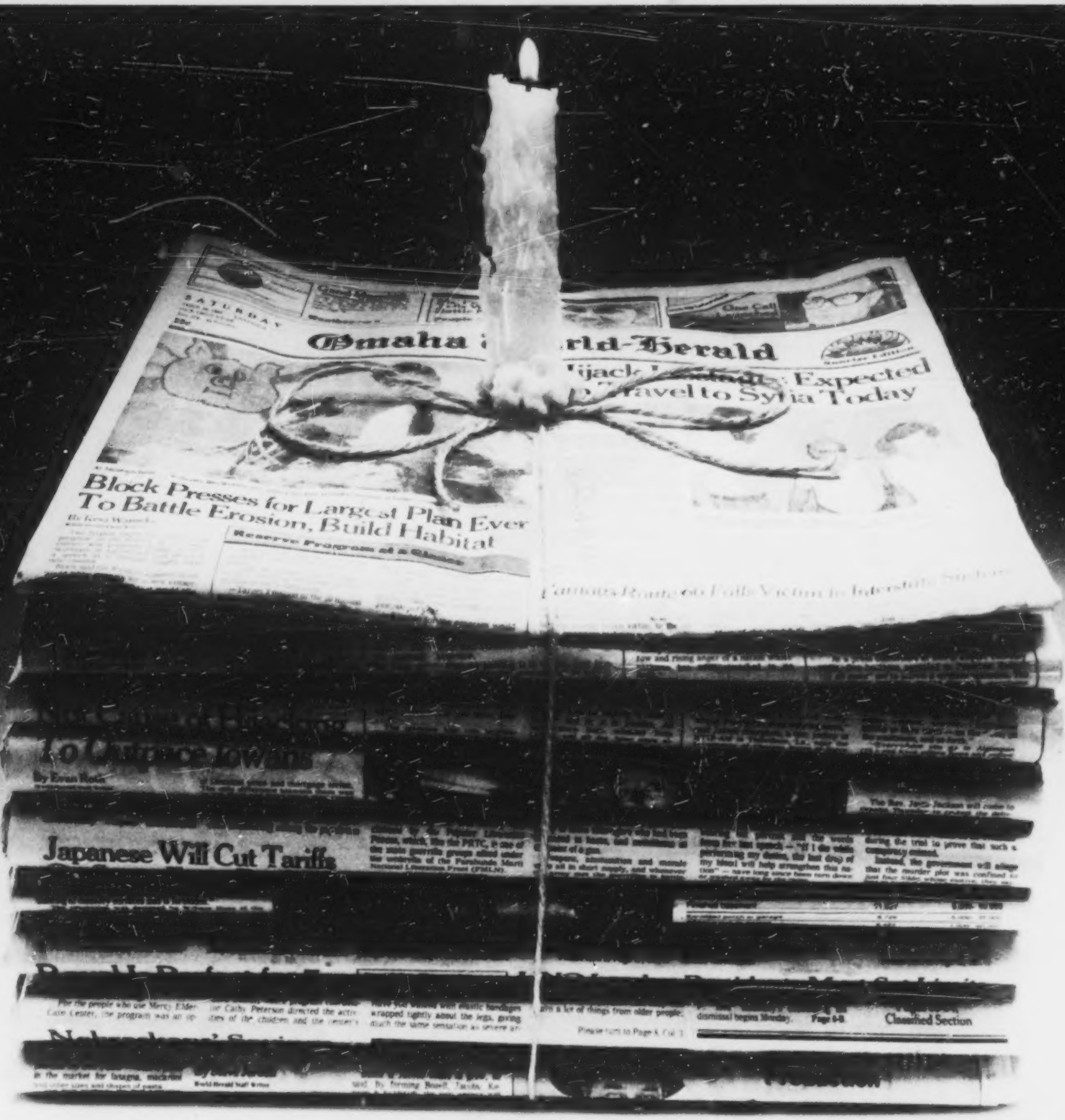
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presstime

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Special Report *Born amid controversy, the Newspaper Preservation Act just turned 15 years old. The federal law provides a limited antitrust exemption for separately owned, competing newspapers that combine their commercial functions but keep independent news-editorial operations. Today, there are 22 such joint operating arrangements, or "JOAs." Since 1970, some JOAs have ended, others have been formed and still others have been extended. Although the overall situation is regarded as stable, one JOA appears destined for dissolution.* 16

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CHAIRMAN'S CORNER

Speak out in opposition to efforts in Congress to 'reform' the FOIA

They're at it again!

Under the overworked guise of "reform," a few members of Congress are busily at work trying to gut the Freedom of Information Act. The so-called Reform Act (S 150) has once again cleared the Senate Judiciary Subcommittee on the Constitution and is awaiting action by the full Judiciary Committee.

To set the record straight, S 150 is not a reform act. It is a retreat act—a retreat from our democratic commitment to open government. It does not remove obstacles to the free flow of unclassified information, it creates new obstacles. It does not protect the American public's right to know what its government is doing, it interferes with that right.

Richard J. V. Johnson

It interferes by:

- Placing an 8-year moratorium on organized crime records, regardless of public interest or the status of the investigation
- Establishing a system of royalties and fees for access to commercial, technical information—which would create the next thing to a government copyright
- Setting a new exemption for the Secret Service
- Allowing longer periods for agencies to respond to requests
- Letting agencies charge the public for the time it takes to review records and to excise exempt materials
- Giving government broader authority to withhold information by claiming it "could reasonably be expected" to violate privacy.

None of these provisions of S 150 serves the public. They serve instead to weaken the Freedom of Information Act.

We, in our role as watchdogs of government and guardians of the public interest, must speak out in opposition to S 150. And we must do so loudly and clearly.

We must spread the word to our readers and to our representatives in Washington about the negative consequences of S 150. We must make it clear that we're not talking about legitimate military or state secrets, and we're not talking about real national security; that information is protected by a host of other laws. What we are talking about are the crucial, day-to-day workings of our government—things we ought to know about, things we all have the right and urgent need to know about.

The FOIA is one of the tools we have to help preserve an open society. It works well. The country will be best served if the current law is left standing without any gutting "reform." It ain't broke, so let's not let congressional tinkerers try to "fix" it.

Dick Johnson

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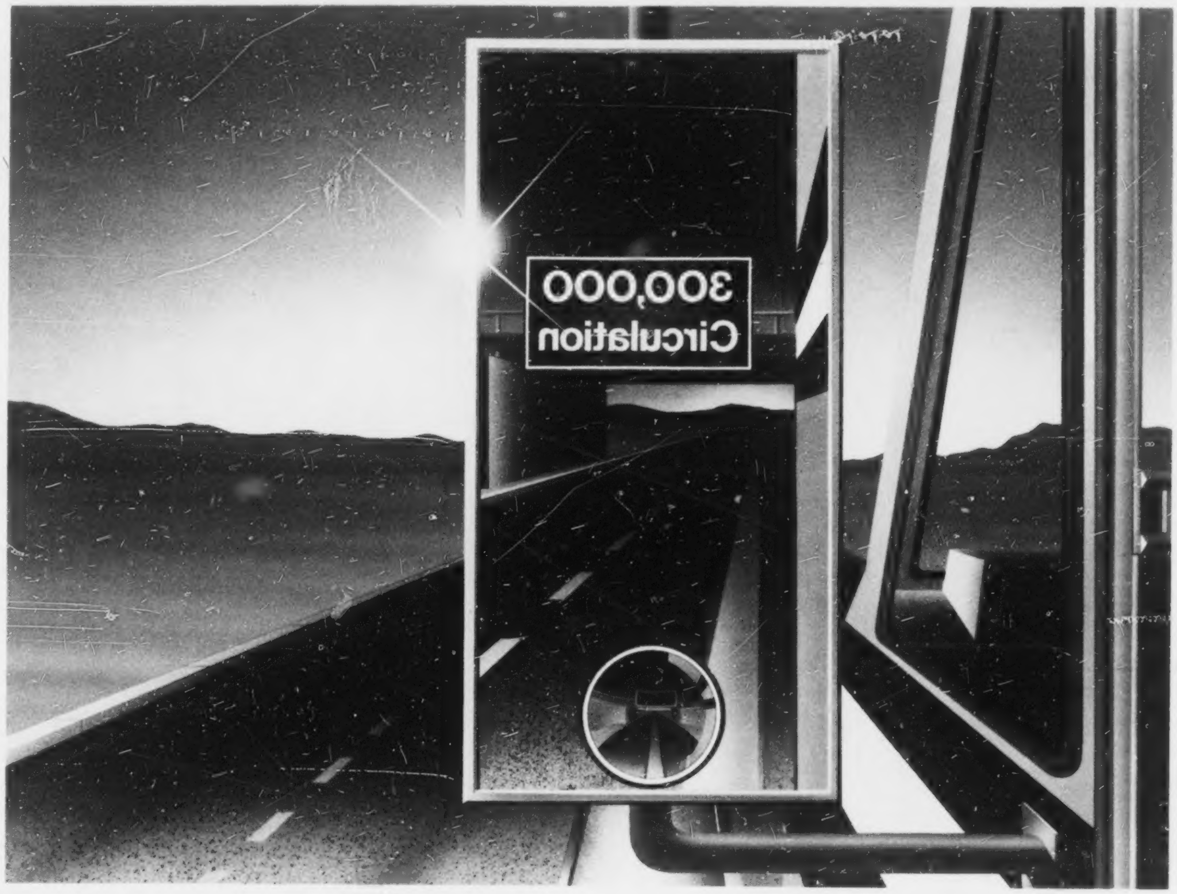

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San Jose Mercury News

THE BAY AREA'S BEST

A Knight-Ridder Newspaper

'GOOD IDEA FROM THE WORD GO'

TRADING PLACES

A way to learn what others do

BY CLARK NEWSOM
presstime labor writer

Newspaper employees in at least two cities are finding out what "the total newspaper" concept is all about as they gain a better understanding of and appreciation for the jobs their fellow workers do.

"We're dependent on people and their actions," notes James D. Lonergan, president and publisher of the Wichita Falls (Texas) Record News (morning, circulation 34,945) and Times (evening, 14,819), where every employee spends several days a year "interning" in other departments. Many experienced newspaper people "have a woeful lack of knowledge of the total newspaper," he notes.

Lonergan started the program shortly after moving to the Harte-Hanks Communications Inc. dailies in 1981.

"I thought it was a good idea from the word go," says Executive Editor Don James, who has been with the papers since 1956. "Every newspaper in the United States ought to have this program."

So far, James is the only employee who has spent time in every department. He says that a person who completes the circuit, which may take more than two years, should then start revisiting the various departments because the newspaper industry is changing rapidly in many areas.

The other city where employees are gaining new insights into the business is Spokane, where a pilot "cross-training" program involving 25 participants was recently completed at The Spokesman-Review (morning, 81,858) and Spokane Chronicle (evening, 47,046).

Becky Chaney, Wichita Falls Record News and Times

Frances Tate, administrative assistant to the publisher of the Wichita Falls Record News and Times, and camera platemaking foreman Buddy Grace prepare a roll of newsprint for the press.

Gayle E. Carmichael, manager/training and development, devised the program along with William R. Boehme, assistant manager/circulation. Carmichael says the program will be expanded to 50 participants later this summer.

Executives contacted at eight dailies and at five newspaper groups in the United States and Canada say they believe the training programs in Wichita Falls and Spokane are the only ones of their kind in the newspaper business.

It is not uncommon for selected employees to work in various departments as part of a management training program, or for white-collar workers to learn more about production techniques [**presstime**, March 1985, p. 14]. What makes the training programs in Wichita Falls and Spokane so distinctive is the fact that they involve all employees and all departments.

"I think it's an excellent idea," says Paul S. Hirt, who is widely credited with the concept of marketing the total newspaper.

"It should be adopted more widely," says Hirt, now retired from the Chicago Sun-Times where he was a promotion executive.

Austin C. Drukker, chairman of the Training Task Force of ANPA's Industry Affairs Committee, also endorses such training programs. "Anything that gives an employee a better understanding of other employees' problems results in better cooperation," says Drukker, president and publisher of The Herald News of Passaic, N.J. "In principle, the idea is fantastic. I like the spirit of it."

At the same time, he says "there is a question of how much an employee can learn in one day." In order to make such programs effective, he adds, they must be conducted in such a way that employees "pick up points while interacting with each other." For example, participants can be shown how late ads create problems in the composing room.

Wichita Falls goals. One objective of the program at the Texas newspapers is to give all employees the opportunity to become well-rounded newspaper people with a clearer understanding of how their roles fit within the overall operation.

Publisher Lonergan acknowledges that an employee "can't learn much on one shift." But he says the program enables each worker to "get an appreciation and understanding" of others on the staff and their responsibilities.

The program, Lonergan emphasizes, is a "hands-on" experience—not an observer situation that a person could get on a plant tour. Employees "dress for the job," which means that sometimes a production person will put on a necktie and an advertising department employee will wear jeans. He cites examples of an advertising salesperson working a full day with a circulation department district manager and a production person going with a reporter and being involved in the generation of a story.

According to the publisher, the program has improved communications between departments.

He acknowledges there is one "pitfall": A department sometimes has to operate with reduced staff. But "whatever it costs you, you get it back tenfold," Lonergan says.

The so-called "Employee Internship Program" is administered by Personnel Manager Robert A. Jones, who keeps track of who has worked where and coordinates the program with department heads.

An employee handbook notes that the program "is an integral part of our training process for all employees. As such, it really is a condition for employment."

Lonergan reports that all new advertising sales representatives spend a two-week internship in all departments before they go into the field, "no matter how desperate the need is."

One such employee is Lawrence D. Williams, who started to work in May without previous newspaper experience. "It was rather confusing in the beginning," he says. "I didn't understand how they put a newspaper together." Williams says he "found out where to go to get answers" when problems arise with an ad.

Frances M. Tate, Publisher Lonergan's administrative assistant, has put in five days in five other departments since she started work at the newspapers nine months ago. She worked in circulation delivering papers and filling newsracks, spent a day with the city editor, made calls with an advertising salesperson, found out how the business office interacts with other departments and worked in the pressroom.

"When you haven't worked for a newspaper before," says Tate, the program "pulls it all together." Before she spent a day in the newsroom, "it looked like a shambles" to her. "I have a better feeling for it now."

Susan B. O'Bryan, assistant city editor for the Times, has worked in the composing and advertising departments and plans to go next to the circulation department. "You pick up insights," she says. "You learn your department is not the only department.

"It's a great idea," O'Bryan adds. "I haven't heard anyone say anything negative about it."

Lonergan says a new area he is exploring is for the newspapers' advertisers to spend some time at the newspapers. For example, an automobile dealer's son recently put in four days at the papers, spending a half day with Executive Editor James, working on the sports desk, accompanying a sales representative on calls and observing the production process. "He was given a chance to participate," says James.

Also, a department store manager spent two days in the newsroom.

Assistant City Editor O'Bryan comments that "it would be helpful to bring in city officials" to show them the operation, too.

The Spokane situation. Unlike that in Wichita Falls, the cross-training program in Spokane is just getting off the ground. And rather than spending a shift in every other department at the newspaper, employees decide in conjunction with their supervisors which departments to visit.

After that decision has been made, the employees spend from one to three hours with a "mentor"—the person who does the work and who is willing to share experience.

Training and Development Manager Carmichael says the first 25 participants included people in jobs ranging from clerk-typist to senior management.

Carmichael says some of the objectives of the program are to develop:

- A spirit of unity among departments
- A respect for other employees' work
- A higher regard for the newspapers.

She says the program also was designed to give each participant a perspective of his or her own job and to stimulate career development.

The program requires no special funding, she notes.

Most of the participants get hands-on experience. Nancy L. Langenhorst, an employment interviewer in the employee relations department, worked in the mailroom. "I took the stacks of paper as they came off the press, put them on trucks . . . and bundled papers," she says.

A circulation employee who attended an editors' meeting says, "I had no idea how stories were selected for the papers."

"We're very pleased with what we've seen so far," says Business Manager Robert D. Fairchild. "We've already received benefits that were not perceived when we started, such as in morale and esprit de corps. There is a real concern among employees about how the total product comes out." ☐

Announcing a new weekly editorial page column by Charles Krauthammer

Commentary from an award-winning writer with something new to say to readers

Charles Krauthammer, 35, won the 1984 National Magazine Award for his essays and criticism in the *New Republic*. "Different in subject and format but unified by elegance of style, originality of insight and the refreshing absence of a doctrinaire point of view," said the citation. Now, Krauthammer is writing a Sunday-release newspaper column that in its first month has brought him a list of 20 outstanding newspapers.

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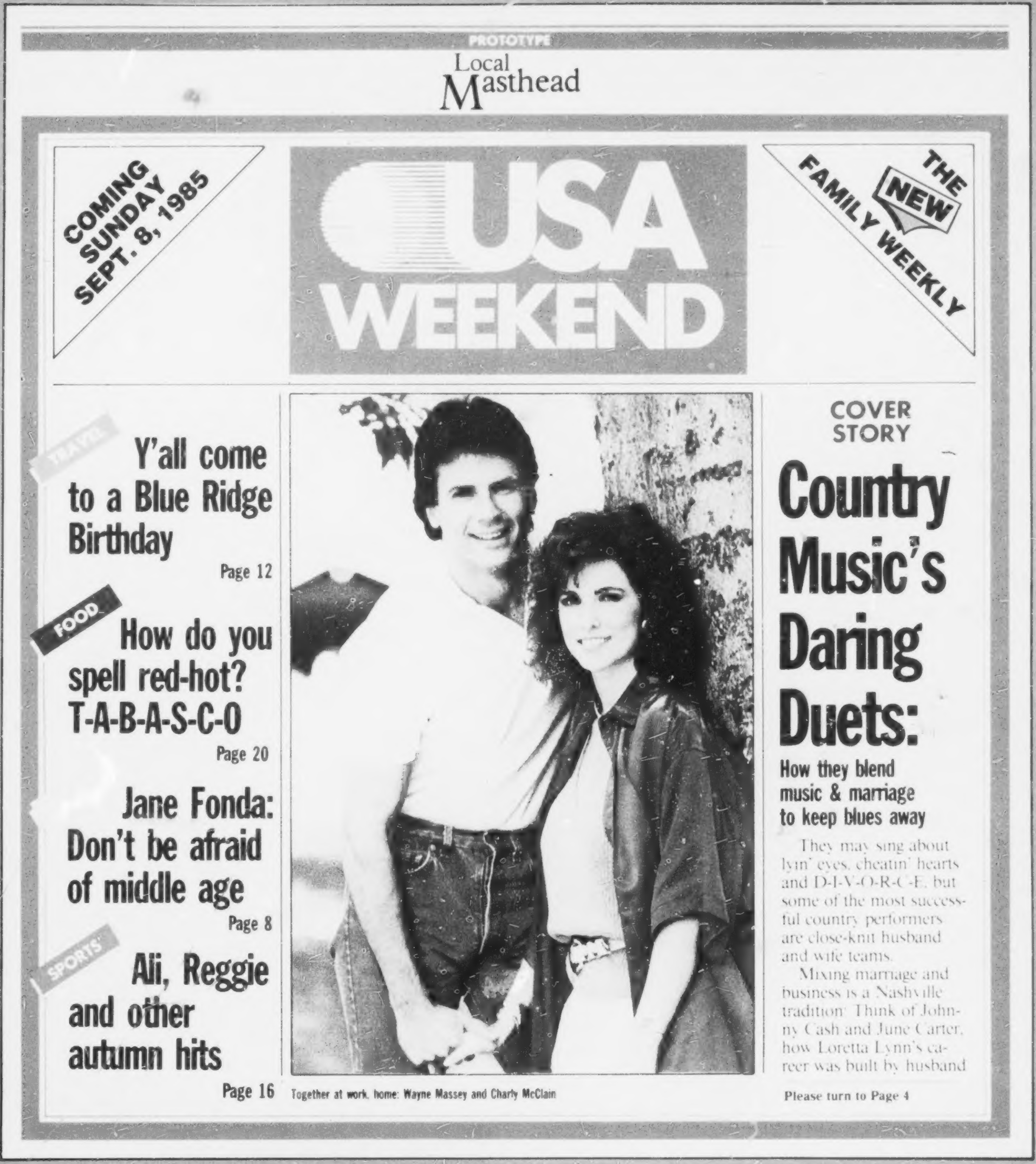

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THE NEW FAMILY WEEKLY

TRAVEL

Y'all come to a Blue Ridge Birthday

Page 12

FOOD

How do you spell red-hot? T-A-B-A-S-C-O

Page 20

Jane Fonda: Don't be afraid of middle age

Page 8

SPORTS

Ali, Reggie and other autumn hits

Page 16

Together at work, home: Wayne Massey and Charly McClain

COVER STORY

Country Music's Daring Duets:

How they blend music & marriage to keep blues away

They may sing about lyin' eyes, cheatin' hearts and D-I-V-O-R-C-E, but some of the most successful country performers are close-knit husband and wife teams.

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Please turn to Page 4

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Minority Job Fairs

A proven way to meet outstanding employee candidates

BY MARCIA RUTH
presstime staff writer

Laurence G. O'Donnell, associate editor of The Wall Street Journal, calls himself "a real fan" of minority job fairs—an event that brings job seekers into contact with prospective employers. As chief minority recruiter for Dow Jones & Co., he has attended about 10 in the past 12 months.

Through this process, O'Donnell located four of the 13 minority interns hired this year by Dow Jones, which seeks to place minorities in about half of its internships. Other candidates O'Donnell has met at various job fairs have landed full-time jobs.

Some, like the woman he met at a Newsday Minority Job Opportunity Conference who holds an MBA from Cornell University and a journalism degree from Northwestern University, were hired directly. Others, like a Brown University graduate he met there, were hired after additional training—in her case, at the Summer Program for Minority Journalists at the Institute for Journalism Education in Berkeley, Calif.

Job fairs have also furnished O'Donnell with names he has passed on to small and medium-size newspapers of the Ottaway group, a subsidiary of Dow Jones. Other names are filed for future reference.

O'Donnell's reliance on job fairs is just one indicator of the growing popularity of these events as tools in newspapers' increasing efforts to employ minorities.

To date, most newspaper job fairs have been designed for editorial employment, but the industry-wide Minority Issues Steering Committee organized last spring has announced plans to use job fairs for non-editorial recruitment as well [presstime, May 1985, p. 82].

The first large-scale media job fair for minorities occurred in 1972 in Washington, D.C., as part of Howard University's first Communications Conference. In 1980, the California Chicano News Media Association staged a West Coast edition, which like Howard's became an annual event.

In 1984, Newsday, the Long Island, N.Y. daily, became the first newspaper to sponsor what is planned as a major, yearly minority job conference for journalists and newspapers east of the Mississippi River. This year, Newsday broke new ground again, with the first major conference specifically aimed at employing minorities in non-editorial departments—marketing, sales, advertising, research and promotion.

Additional recruiting takes place at the annual meetings of the 10-year-old National Association of Black Journalists and the two-year-old National Association of Hispanic Journalists.

Rated only by numbers, the results are moderately impressive, recruiters say. They add that numbers are not the whole story. "It's very hard to know exactly how a person got hired. Sometimes we don't hire a person right away but keep up with them" through later job fairs, O'Donnell says.

Figures are most clear-cut from conferences like Newsday's, which are solely dedicated to job placement at newspapers. Since the paper's latest annual editorial job fair, held in January, there have been 62 job offers with 44 acceptances. The event attracted more than 300 minority job seekers.

Figures are less specific from conferences where job fairs are only one of many scheduled activities and where newspapers are not the only media recruiting.

For example, Howard University estimates 30 placements as a direct result of its February 1985 conference, where about 600 of the more than 1,100 registrants signed up for job interviews.

In California, the Chicano association also finds it hard to tie specific offers to job fairs, because the group operates year-round placement services. In the 12 months ending July 1984, CCNMA placed 107 in media jobs.

Most conferences serve a wider function than immediate job placement. For example the annual meetings of the black journalists' association, which attracted more than 1,000 participants in 1984, and the Hispanic journalists' association, with more than 600 attendees this year, have programs that include workshops on job-seeking skills such as resume-writing and interviewing, panel discussions on media topics and presentations by nationally known speakers.

In this environment, much of the job-seeking is informal, with seasoned professionals as well as recent graduates being evaluated by representatives of the 30 to 55 newspapers typically represented by recruiters.

"Sportswriters, copy editors, photographers, columnists—you name it, we'll have it," says Mervin Aubespin, NABJ president and recently appointed associate editor/development for The Courier-Journal and The Louisville Times.

Aid from ASNE. While the big conferences are meeting some of the needs of larger papers or newspaper groups for minority employees, the American Society of Newspaper Editors is attempting to work primarily with small and medium-size

David Burch (left) and Jack Flanders of the Fort Worth Star-Telegram interview applicant for Capital Cities' minority internship program.

papers in a series of regional job fairs.

ASNE's annual surveys of minority employment in newsrooms have consistently shown that the "farm system"—the natural movement from small and medium-size papers to large papers—does not work for minorities [presstime, Aug. 1984, p. 18].

In 1985, the pattern was the same: None of the papers with circulations over 100,000 responding to ASNE's survey said they lacked minority journalists, yet 61 percent of all respondents (primarily small papers) said they had no minority employees in editorial jobs.

ASNE's regional job fairs were proposed as effective ways to bring smaller papers in contact with local talent.

"I feel I would not have had access (to minority applicants) as easily, or probably not at all," says Publisher Loren Ghiglione, who took on a minority intern for each of his two papers after ASNE's September 1984 job fair at the University of Massachusetts in Amherst. Ghiglione, chairman of ASNE's Minority Committee, shares a situation cited by many publishers—his papers, The News of Southbridge, Mass., and The Bristol (Conn.) Press, are in towns with few minorities.

At the larger conferences, small papers often say they are outbid by larger ones for specific candidates.

"It's not a question at all of (small papers) not having the commitment or the desire to hire minorities. It's a competitive situation," says Richard J. Osborne, associate editor of The Journal in Lorain, Ohio. Osborne, who hired a minority reporter with a journalism degree from Ohio State as a result of ASNE's October 1984 job fair in Cleveland, reports his 42,060-circulation paper cannot match offers from metropolitan dailies.

Some say small papers, particularly those that have never hired minorities before, have unrealistic expectations.

"Companies are still looking for Jackie Robinsons," says Lionel C. Barrow Jr., dean of Howard's School of Communications, expressing a concern that papers may limit the field to the kind of exceptional person Brooklyn Dodger President Branch Rickey chose to break the color barrier in baseball's Major Leagues in 1947.

Small regional fairs can help bridge this gap, says Carl E. Morris, ASNE minority affairs director. "My theory is if you get young people who have grown up in a place, they may want to stay. They're familiar with the papers. Recruiters are familiar with the towns. It's a natural fit."

ASNE's fairs—eight held in 1984-85, 16 scheduled in 1985-86—are organized by local editors and publishers with ASNE financial aid and logistical support.

For each one, the society provides $3,000—primarily contributed by the Gannett Foundation, which has poured more than $500,000 into ASNE's and other minority job fairs over the past 10 years. Also contributing this year are Dow Jones & Co. and Scripps Howard Newspapers and Foundation.

Local papers raise additional funds, depending on the services they provide. For example, some fairs pay for job candidates' travel, room and board or organize programs with panelists and luncheon speakers, while others stick to a more bare-bones approach of scheduled job interviews.

ASNE does not charge recruiters fees for attending the conferences, although it does encourage contributions from participating papers in the region. At the other conferences, recruiters' fees range from $500 at Howard and $350 at NABJ to $100 at CCNMA and $50 at Newsday.

As of early spring, 34 of the 106 newspapers and four groups participating in ASNE's first eight fairs had reported hiring 16 interviewees as interns and eight as full-time employees, ASNE's Morris says.

By late July, Harte-Hanks Communications Inc. had hired four interns and six full-time staffers as a result of contacts made at ASNE's job fair in Texas last February, according to Robert P. Clark, Harte-Hanks vice president-news and president of ASNE.

But New England publisher Ghiglione cautions that ASNE's job fairs, like the others, should be measured by more than numbers. Some editors and publishers of small papers made offers that were refused, while others, "still getting used to the idea" of minority hiring, came to the fairs without specific offers, he says.

And recruiters from larger papers, who may have appeared to leave empty-handed, are using the regional fairs for future reference. "Their interests are more long-term," says Ghiglione. "They're building a bank of names. Maybe three years down the line, after (the minority journalists) have worked at a medium-size daily, they'll look at them again."

"It will be a long, continuous process that may not reap rewards right away but will down the road," says Clark. ☐

Many events planned in months to come

ASNE has scheduled the following regional minority job fairs for the rest of 1985 and the first part of '86:

- East: Greensboro, N.C., Oct. 3-5; Philadelphia, Nov. 13-15; Hartford, Nov. 14-16; Richmond, Va., Jan. 23-24
- Midwest: Chicago, Oct. 17-19; Cleveland, Oct. 17-19; Ann Arbor, Mich., Nov. 14-16; St. Louis, Jan. 9-11
- South and Southwest: Atlanta, Oct. 3-5; Arlington, Texas, Nov. 22-23; Gainesville, Fla., Jan. 16-18; Memphis, Jan. 30-Feb. 1; Austin, Texas, Feb. 13-15
- West: Portland, Ore., Oct. 3-5; Oakland, Nov. 7-9; Tempe, Ariz., Feb. 20-21.

For information on any of these conferences, contact Carl E. Morris, minority affairs director, ASNE, P.O. Box 17004, Washington, D.C. 20041; (703) 620-6087.

Other major job fairs scheduled for 1986 include:

- Newsday Job Opportunity Conference, Long Island, Jan. 24-25. Newsday, Long Island, N.Y. 11747; (516) 454-2186. Contact Reginald Tuggle, community affairs manager.
- California Chicano News Media Job Opportunity Conference, Los Angeles, Feb. 7-8. CCNMA, School of Journalism, University of Southern California, Los Angeles, Calif. 90089; (213) 743-7158. Contact Magdalena H. Beltran, manager of professional programs and JOBank.
- Communications Conference, Howard University, Washington, D.C., Feb. 20-23. Department of Continuing Education and Community Service Programs, 4th and Bryant streets N.W., Washington, D.C. 20059; (202) 636-7491.
- Newsday Marketing Job Opportunity Conference for Minorities, Long Island, March (date to be determined). Same contact as Newsday conference listed above.
- National Association of Hispanic Journalists annual meeting, Miami, April 23-27. 1625 W. Olympic Blvd., Suite 839, Los Angeles, Calif. 90015; (213) 739-1721. Contact Frank Newton, executive director. (On Sept. 1, NAHJ will move its office to the National Press Building in Washington, D.C.)
- National Association of Black Journalists annual meeting, Dallas (date to be determined). NABJ, 525 W. Broadway, Louisville, Ky. 40202; (502) 582-4191. Contact Mervin Aubespin, president.

A subtle method of censorship

BY MARCIA RUTH
presstime staff writer

Freedom of the press is often measured by the absence of obvious governmental actions like prohibiting publication, detaining journalists or censoring content.

But press freedom in at least a dozen countries with an independent press is often affected by a more subtle factor—government control over the supply of newsprint.

"It's a hammer they (governments) can hold over the publisher. If he gets out of line, he just doesn't get his paper," says George Beebe, vice chairman for projects of the World Press Freedom Committee and a consultant to Knight-Ridder Newspapers.

Such restrictions, observers say, fall into several categories:

- Government control of the exchange of local currency for foreign currency used in purchasing imported products like newsprint
- Taxes on production of newsprint or tariffs on its importation
- Selective allocation, where governments control distribution and have some influence over production.

A common thread in many of the countries that are imposing newsprint restrictions is the relative weakness of their currencies compared with the strong currencies of the newsprint-exporting countries, particularly Canada and the United States.

This often makes it difficult to determine whether lack of adequate and consistent supplies of newsprint is caused by international economic forces beyond government control or are attempts to curtail opposition voices, notes K. Prescott Low, publisher of The Patriot Ledger in Quincy, Mass.

"It's all obscure," says Low, who is a director of the Inter American Press Association and a member of the Communications Policy Committee of the International Federation of Newspaper Publishers. "You don't get shot to death—just starved to death over a long period of time—and nobody's really responsible."

The weak currency position of many developing countries forces them to use their scarce funds for imported items considered more essential than newsprint.

Nicaragua is the "most extreme" example, says Robert Cox, assistant editor of The News and Courier in Charleston, S.C. and a member of the IAPA's Freedom of the Press Committee.

So chronic is the difficulty in Nicaragua, says Cox, that the papers "seem to rely on donations from places that identify with their ideology."

Prior to the country's national elections last year, in a donation sponsored by the Norwegian Committee of the International Press Institute, about 20 Norwegian papers contributed 90 tons of newsprint for La Prensa, the major opposition paper in Nicaragua.

The paper had repeatedly been denied permission by the Sandinista government to exchange its currency for dollars to purchase newsprint.

Such problems are hardly new in Latin America where papers "go to any ruse" to get newsprint, notes Cox, former editor of the Buenos Aires Herald, the only English-language daily in Argentina. In the '50s, says Cox, his paper got the Israeli embassy to purchase newsprint, then "in turn, the Herald having got it, tried to pass it on" to other papers.

Before the March 1984 closing of ABC Color, the government of Paraguay limited publication of the opposition daily by refusing money-exchange permits required for the purchase of imported products. This forced the paper to use dollars obtained on the "free market" to purchase newsprint, virtually doubling the cost, says Edward L. Seaton, vice chairman of IAPA's Executive Committee and publisher and editor-in-chief of The Manhattan (Kan.) Mercury.

Taxation. A more open form of restriction involves import tariffs and other forms of taxation, which may act to protect domestic production as well as inhibit the growth of newspapers with limited resources.

Currently, Argentina is thought to have the highest newsprint tariff in the world—38 percent. This levy is in addition to an overall tax policy that adds up to 20 percent for sales, plus 10 percent on all imports.

Observers say the tax policy is designed to increase profits for Papel Prensa, the country's largest newsprint mill, in which the government has a 25-percent interest. Three other papers have a combined 65-percent interest in Papel Prensa, from which they can purchase newsprint at a re-

Margaret Genovese

Some governments silence the press by blocking shipments.

duced rate. Other newspapers buy from another plant, Papel del Tucuman, where prices are higher, or use imported newsprint, which is even more expensive.

"IAPA's position is that governments should not be involved in the distribution and control of newsprint because it presents a potential danger that through government control of newsprint supply they can control press freedom," says William Williamson, IAPA executive director.

In mid-July, Maximo Gainza, IAPA president and publisher of La Prensa in Buenos Aires, told **presstime** the three Papel Prensa papers were paying $350 a ton, while he paid $600 at the other mill.

With a price freeze in effect since June 15, says Gainza, he is prevented from raising prices to offset the higher cost. "So what we all try to do is survive. I cut circulation down. I keep the size down as much as I can—try to write shorter stories. You have to try to roll with the punch."

Nine months ago, IAPA reported that "these exaggerated taxes have forced the closure of more than a score of prestigious press organs in recent years, [and] these taxes cause those who continue their task of informing the public to suffer all sorts of economic and financial difficulties."

At that time, the Association of Argentine Newspaper Enterprises reported "the reduction in the number of pages, the suppression of sections and supplements, and the drop in circulation because of the high price that must be charged."

On a smaller scale, the newsprint situation is worsening in Colombia also. IAPA earlier this year declared the Colombian government's inclusion of newsprint among imports subject to an 8-percent tax "restriction on freedom of the press."

But fearing domestic production might make newsprint subject to even more government control, the Colombian newspaper publishers' association has opposed plans for a newsprint mill that would reportedly turn Colombia from a newsprint importer to an exporter.

Allocation. Less obvious, but with the potential for long-term discrimination, is government control of newsprint distribution, which can limit supply to individual papers even when newsprint is available.

In India, for example, the government has controlled the manufacture, procurement and distribution of newsprint for the past 15 years. Newspapers are given a quota, which, because it is based on past circulation, allows for no growth on the part of individual newspapers.

This policy, plus the government practice of allocating its advertising by circulation, gives newspapers "a powerful incentive to cheat on circulation figures," and "few resist the temptation," says Cushrow R. Irani, managing director of The Statesman, which is published in Calcutta and New Delhi. Consequently, Irani told **presstime**, "malpractices are widespread and blackmarketing rampant" in the distribution of newsprint.

The government's effort to boost the domestic newsprint industry includes restrictions on the amount of newsprint imported, which, in turn, have led to a dramatic increase in the amount of Indian newsprint used by that country's newspapers—from 15 percent of total consumption in 1981 to 65 percent currently.

Irani reports this locally produced newsprint costs Indian papers more than the imported variety, and this cost differential has grown as the volume of imported newsprint has declined. The difference now stands at about $100 a ton.

One of the most clear-cut cases of government attempts to strangle a paper by cutting off its newsprint supply has occurred in Guyana for years. Five years ago, when import permits were denied The Mirror, that opposition paper resorted to printing temporarily on expensive bond—reducing its size, cutting out advertising and two-thirds of its circulation.

For the past few years, The Catholic Standard, a significant voice opposing many government policies in Guyana, has lived a hand-to-mouth existence. In 1983, the paper was even denied the right to accept gifts of newsprint offered by groups outside the small nation on the northern coast of South America.

Despite protests by IAPA and other free-press groups to this and other instances of government manipulation of newsprint supplies, observers agree that the problem is not about to go away.

At its last major meeting four months ago, IAPA took note of the lifting of overt military rule in some countries and expressed optimism about the "democratic winds of change gusting through Latin America." However, IAPA warned that newspapers' fear of covert controls—such as selective allocation of credit, advertising and newsprint—could increase "another ill that is spreading in Latin America . . . self-censorship." ☐

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BUDGET BUSTERS

NEWS EMBARGOES

Agreements to hold news until release time are sometimes breached. Despite rumbles among government officials, the outlook is for business as usual at news organizations.

BY JANE A. WELCH

Staffers in earmuffs, smoke from dry ice and the soundtrack from "The Big Chill" greeted members of the press who went by the Office of Management and Budget to get their copies of the massive, five-volume, proposed federal budget at noon on Friday, Feb. 1. The "cool" reception was a play on "freezing" the budget.

It could just as easily have been directed at the press itself. For though the Reagan administration's proposed budget carried an embargo date of 1:30 p.m. the following Monday, which would give reporters a weekend to sift through the material, less than 24 hours later, that embargo was broken.

It's happened three of the past four years.

A few months earlier, another extended embargo worked. Newsweek's special projects team spent more than a year gathering details of the 1984 presidential campaign with the understanding that what was learned wouldn't be published until after the election. The results appeared in a Newsweek "exclusive" a few days after the election. Some members of the press cried "foul."

Embargoes—agreements between sources and news organizations to hold news until specified release times—are fairly common. Everything from the President's State of the Union Address, which is released a few hours before it's given, to many routine press releases are embargoed.

"We always observe embargoes unless somebody else breaks them," says Richard Harwood, deputy managing editor of The Washington Post.

That seems to be the sentiment of most newspapers—except at federal budget time.

After breaking the budget embargo for the last three years, news organizations may find there's nothing to break next year, according to Edwin L. Dale, OMB assistant director for public affairs.

While no new procedure has been approved yet by the White House, Dale says he has several ideas for releasing the budget. "What I'm going to propose is that we distribute the documents at the crack of dawn on Monday, when it goes to Congress, with a release date of noon," he says. Breaking such a short embargo time would leave "nothing to gain."

Another alternative may be to "take a handful of sophisticated reporters with six or seven papers that I can trust and give them a copy (of the budget) over the weekend. I trust them. They have no incentive to break it," Dale says.

At any rate, it won't be done as it was before. "The whole system is past the point of retrieval," he says. "I don't think there's any rescue of the system, and the press will be the victim."

The embargo was created to give news organizations time to study the more than $1-trillion budget.

This year, several news organizations pointed at one another as the first to break the embargo. The Wall Street Journal and The New York Times accused each other of breaking the embargo first with the Associated Press and Gannett News Service quickly following suit. The embargo breakers said they got their budget stories from non-embargoed sources at the Pentagon or in Congress—or were breaking the embargo because someone else did.

> *"The whole system is past the point of retrieval," says the OMB's spokesman.*

Actually, much of the most newsworthy items had been published the week before. That was no accident. Details such as the proposed cutback in Amtrak had been carefully leaked, Dale reports, by OMB director David Stockman.

"No one is to blame (for breaking the embargo)," says Dale. "It's the ethos, the nature of the system. No great harm was done. There were not significant secrets. The false competition destroyed a fairly useful system."

Mea culpa. Embargoes are an accepted practice at most newspapers, says Dale, who formerly worked for The New York Times.

An exception is The Cincinnati Enquirer. Last fall, prior to a press conference on the subject, the Enquirer ran a story about three Catholic bishops' opposition to the death penalty, in violation of a press release embargo. It was the only newspaper to do so.

"Sorry, bishops, but we offer no *mea culpa* for our front-page story," said George Blake, Enquirer editor and vice president, in a column that appeared after the Enquirer's reporter was refused entrance to the press conference. "There was no real need to wait for the press conference to release the news, and our Metro editors decided to publish the story."

Debbie Creemers, a reporter for The Kentucky Post in Covington who covered the press conference, attacked the Enquirer's decision in a column. "The notion that news should be published at all costs disregards ethics such as trust and fair play," she wrote. "When trust between a newspaper and its sources breaks down, it is the reader who ultimately suffers."

In response, Blake wrote, "We will continue to avoid any press conference that gives up only information we can share with 'pack journalists' when we can de-

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Welch, a former reporter for The News and Observer in Raleigh, N.C., is a free-lance writer in the Washington, D.C., area.

velop better (and sooner) information on our own."

Largely because of the problems they can cause, embargoes are seldom used by many associations and firms. "You'd have to have a good justification for it," says Steve Mehlman, manager of education services with the American Association of Retired Persons.

However, on the day Mehlman was interviewed for this article, AARP distributed a press release about funeral regulations timed to coincide with the anniversary of their passage.

Sometimes the effect groups wish to create with embargoes backfires. Last summer, the World Bank's Public Relations Department in Washington, D.C., sent out copies of the World Development Report, containing information about Third World problems. The release had an embargo date to coincide with a speech to be given by A. W. Clausen, head of the bank. The report was widely published—but without mentioning the speech.

Embargoes in history. Embargoes aren't new, nor is breaking them.

When the Nazis surrendered 40 years ago, ending World War II in Europe, reporters were told to hold the news until the official announcement by the Allied governments. Edward Kennedy, the AP's chief war correspondent, called the AP London bureau 24 hours before the embargo deadline with the news: "Germany has surrendered unconditionally."

Extended news embargoes are rare, though. William L. Laurence, formerly a reporter for The New York Times, covered the development of the atomic bomb with the understanding that nothing would be published until the end of the war.

The longest embargo in recent history, albeit self-imposed, was Newsweek's "Exclusive: The Untold Story of Campaign '84."

The facts were gathered over the course of the campaign with the understanding that what was learned would not be published until after the election.

At the time, some critics said the practice raised ethical questions about the public's right to know all the facts in an election before they vote, not after. "Entering into an agreement that ties your hands during a political campaign is like walking into a cobra pit with bare feet," says Norman Isaacs, former editor of The Courier-Journal in Louisville and a journalism professor at Columbia University.

Peter Goldman, Newsweek projects editor and author of the campaign "exclusive," says critics missed the point. "The press treated it like a large body of material we got the year before and held back," he said. He prefers to think of it as a "collapsing" or "sliding-scale" embargo. Facts were still being gathered on Election Day, which would be a one-day embargo, while other items were gleaned as far back as the straw polls in Florida a year earlier.

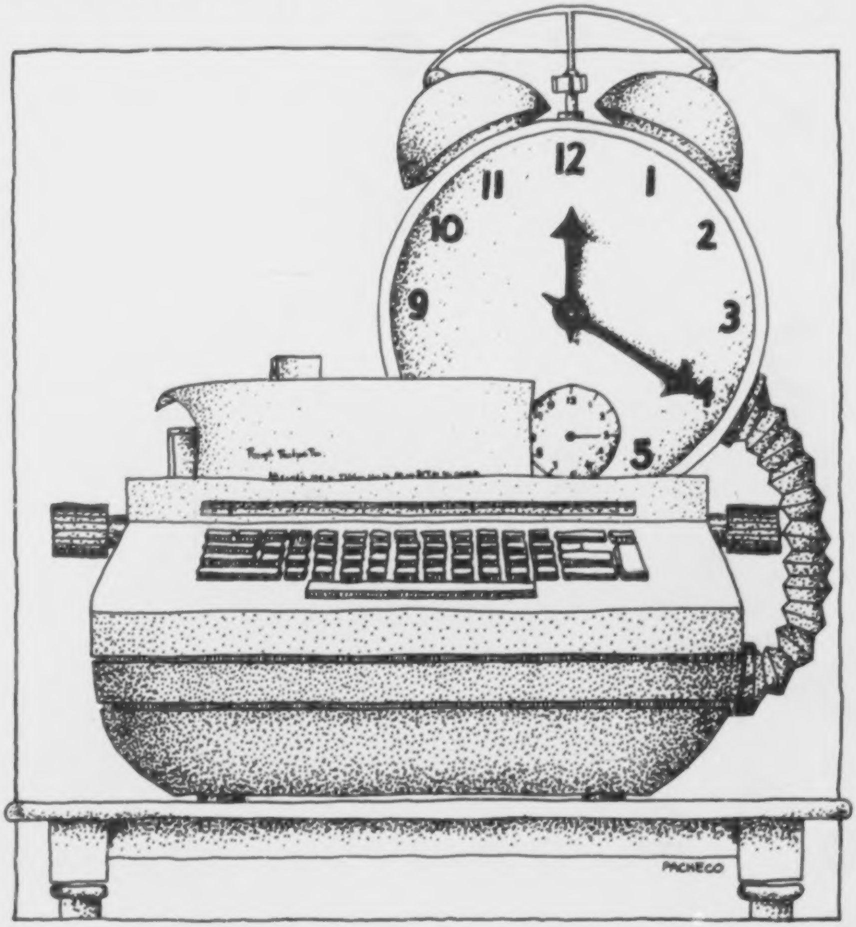
The report wasn't intended to find history-altering news. "It was not a kind of news meant to affect the outcome of the election," Goldman says. "The kind of scope we hoped for was intimacy rather than secrets." They sought details of personalities—Reagan's fantasy to liberate Cuba by military force or Mondale's penchant for cigars that were quickly hidden whenever a camera appeared.

The embargo reduced somewhat the mutual manipulation that goes on between politicians and the people who cover them by taking away "one possible motive," Goldman adds.

Will Newsweek try the extended embargo again in 1988?

"I'd be mighty surprised if we didn't," Goldman replies. ☐

Embargoes have been placed on such events as the surrender of Germany in World War II and the development of the atomic bomb.



Special Report

PRESS
JOURNAL
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Telegram
JOA

Fifteen years after Congress overwhelmingly passed the Newspaper Preservation Act, joint operating arrangements between news rivals are generally stable

BY MARGARET GENOVESE
presstime staff writer

Like a spouse with the proverbial seven-year itch, The Columbus [Ohio] Dispatch announced two years ago that it did not want to repeat vows with its partner of 24 years, the Columbus Citizen-Journal.

"Trends and changes in publishing" make it impossible to renew their joint operating arrangement, or "JOA," when it expires on Dec. 31, 1985, according to the Dispatch, an evening newspaper that is known to covet the morning slot occupied by the C-J [presstime, July 1983, p. 60].

The two newspapers have hung their hats in the same place since 1959. Under the arrangement, the Dispatch serves as printer, advertising solicitor and circulator for the Citizen-Journal, which maintains a separate news-editorial operation.

So far, efforts at reconciliation have been unsuccessful. In mid-July, Scripps Howard, the C-J's owner, announced it was in negotiations to sell the paper.

If the Columbus JOA ends in divorce, it will be the second such arrangement to be terminated this year. The first disappeared when The Derrick in Oil City, Pa., acquired its JOA partner, The News-Herald of Franklin.

These two dramas are being acted out against the background of the 15th anniversary of the Newspaper Preservation Act, the federal law designed to preserve competitive newspaper editorial "voices" by legalizing JOAs.

The act circumvented a 1969 U.S. Supreme Court ruling that the joint operating arrangement between the two metropolitan daily newspapers in Tucson violated federal antitrust law. President Richard M. Nixon signed it into law July 24, 1970.

The lopsided votes in favor of the act in both houses of Congress [63-14 in the Senate, 292-87 in the House] might give the impression that it generated little controversy. On the contrary, it was controversial from its inception. The issue divided the newspaper business and sparked a public debate.

"Any newspaper that has to be preserved this way might as well be preserved in formaldehyde," said The New Yorker magazine in its "The Talk of the Town" column in January 1970.

"We are pained by the death of every newspaper," the article continued, "but an ad-hoc group that we are proud to be

Justice Department analyst Hazel D. Stewart oversees JOA files.

a permanent member of and that we like to think of as the Liberty Preservation Society believes the public is better served by a dead paper than one mortally sick and given a semblance of health through the connivance of the competition that its voice should continually challenge and of the government about which it is duty-bound to speak the truth."

Despite the debate, despite vigorous opposition from employees, advertisers and competing papers to the formation of some new JOAs, and despite the problems involving a few of the partnerships, the past 15 years have been ones of relative domestic tranquility for most of the approximately two dozen JOAs that have been protected by the Preservation Act.

And there is little indication today that the JOA landscape will radically change through the end of this century.

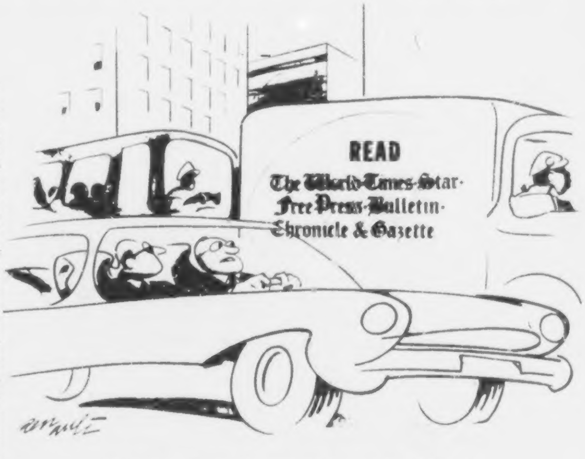
Although three of the arrangements have been terminated since 1970 (Columbus would make four), three times that number have been successfully renegotiated and extended in the same period. In the next 15 years, 11 JOAs are up for renewal.

"I think, generally, they are stable situations," says Thompson H. Lang, publisher of the Albuquerque (N.M.) Journal. The Journal has been a partner, with The Albuquerque Tribune, in the country's longest-running JOA, which is now in its 53rd year. In 1982, the Albuquerque JOA was extended to the year 2022.

"The Newspaper Preservation Act has served the public well, as well as the newspaper industry," adds Lang, who credits his great-uncle, T.M. Pepperday, with coming up with the JOA concept.

Others believe, however, that there will be some alterations in JOAs and even some additional casualties.

"Where you've got one paper that is very strong and one paper that is very weak, I see potential problems between partners," says Nicholas G. Penniman, vice president and general manager of the St. Louis Post-Dispatch. "I just think economics in some other (locations) will dictate that only one will survive."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"There goes one of antitrust's biggest headaches!"

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The controversy over the act even made Playboy in 1970.

The JOA in St. Louis dissolved in 1983 when the owner of the Globe-Democrat first attempted to close the paper and then was forced by the U.S. Department of Justice to sell it.

A less-than-vibrant local economy, the growth of suburban newspapers in the area, a Teamsters strike in 1973 that closed the dailies for six weeks and caused them to lose food ads to suburban papers—these and other factors contributed to the deterioration of the Globe-Democrat's market position and the dissolution of the JOA, according to Penniman.

"Every situation is unique," he cautions. "You really can't take any of the facts that apply to the situation in St. Louis and say that they necessarily obtain in Columbus or San Francisco or El Paso or Tucson or anywhere else."

However, two newspaper-industry trends appear to be having some impact on JOAs. They are the shift to morning publication, which was the factor that led to The Columbus Dispatch's decision not to renew its JOA agreement, and the growth of Sunday papers, which was a key issue in the renegotiation of the JOA contract in Salt Lake City that resulted in the first head-to-head Sunday competition between JOA newspapers.

Other developments in newspaper publishing, particularly electronic publishing and total-market-coverage publications, are causing some JOA newspaper publishers to think about amending the act to clear up some confusion about whether it covers those kinds of activities. So far, however, they have been reluctant to advance any legislative amendment to the act for fear of opening a Pandora's box for publishers.

The road from Tucson. Newspaper joint operating arrangements were nothing new when the Newspaper Preservation Act was passed. In fact, the first one—between the Albuquerque dailies—dates from 1933.

The event that spurred the U.S. Department of Justice to challenge the arrangements was the announcement in late 1964 by the Tucson Daily Citizen that it intended to purchase its JOA partner, The Arizona Daily Star. The same 1940 agreement by which the newspapers merged their production, advertising and circulation operations also gave each party the right of first refusal if the other paper decided to sell.

The Justice Department moved swiftly, seeking an injunction to halt the sale, claiming that the proposed acquisition violated Section 7 of the Clayton Act, which prohibits mergers that substantially lessen competition.

At the same time, the department charged that the then-26-year-old joint operating arrangement violated Sections 1 and 2 of the Sherman Act, which ban combinations in restraint of trade or commerce, and conspiracies to monopolize trade or commerce.

U.S. District Court in Tucson refused to block the sale, but it ultimately agreed with the Justice Department that the merger—and the JOA—were illegal. It ordered the Citizen to divest the Star and to modify the joint operating arrangement to eliminate price fixing, market allocation and profit pooling.

On March 10, 1969, the U.S. Supreme Court affirmed the lower court's ruling in an 8-0 decision. In an opinion written by Justice William O. Douglas, the court said the Citizen's only defense for combining into a JOA was the so-called "failing company doctrine." In establishing this doctrine, courts had permitted mergers that otherwise would not have been allowed where one company "faced the grave probability of a business failure" and it had "no other prospective purchaser."

But, the court concluded, there was no evidence that the owners of the Citizen were contemplating liquidation when they went into the JOA with the Star. "They never sought to sell the Citizen and there is no evidence that the joint operating agreement was the last straw at which Citizen grasped," Douglas wrote. "Indeed the Citizen continued to be a significant threat to the Star. How otherwise is one to explain the Star's willingness to enter into an agreement to share its profits with Citizen? Would that be true if as now claimed the Citizen was on the brink of collapse?"

Even before the Supreme Court acted, JOA newspapers had sought legislative relief. Specifically, they asked Congress to lower the threshold in the "failing company doctrine" in the interests of saving newspapers.

In congressional testimony, Arthur B. Hanson, then general counsel of ANPA, described the "downward spiral" of a failing newspaper in a two-paper town.

Loss of circulation, he explained, causes a loss in advertising revenue. "Once one of the two city dailies builds up a circulation substantially outstripping that of its rival, the irreversible downward spiral for the failing paper sets in."

By the time a newspaper descends to the depths of financial failure set forth in the "failing company doctrine," it "would have nothing but physical assets for liquidation at sacrifice prices," Hanson said. "Its lifeblood in advertising would be drained, and its key news and editorial staff would be gone. A prospective failure of a daily newspaper must be remedied at an earlier date."

The congressional debate was drawn out and divisive. While ANPA supported the legislation, the National Newspaper Association—which represents smaller newspapers—opposed it. Impetus for NNA's position came from its suburban members, recalls Paul Conrad, who was general counsel for NNA at the time. "It was very much the little guy against the big guy," says Conrad, now executive director of Allied Daily Newspapers, the Pacific Northwest newspaper association.

The suburban papers' position was that a joint operation "has definite advantages as a competitor in the advertising market," says Conrad. "As long as two newspapers were completely separate and competing, there was a somewhat better chance that the suburban publisher might get some of those advertising dollars. . . . But when the two got together, the pricing was such that the retailer had every reason to buy both papers as a single buy. That really soaks up the advertising dollar."

Like the newspaper business, the Nixon administration was split on the legislation. The Justice Department opposed the bill; the Commerce Department supported it with the backing of the White House.

Ultimately, supporters prevailed and Congress proclaimed it to be: "the public policy of the United States to preserve the publication of newspapers in any city, community, or metropolitan area where a joint operating arrangement has been heretofore entered into because of economic distress or is hereafter effected in accordance with the provisions of this Act."

Under the new law, JOAs then in effect were to be considered lawful if, when the arrangement was begun, only one of the newspapers was likely "to remain or become a financially sound publication."

New JOAs could be established if the attorney general determined that one was a "failing newspaper," defined as "a newspaper publication which regardless of its ownership or affiliations, is in probable danger of financial failure."

Status report. At the time the Newspaper Preservation Act was passed, there were 22 joint operating arrangements, according to the Congressional Record. Today, the Justice Department still counts 22 JOAs. (See chart, p. 22.) That belies the fact there has been movement in and out of the JOA arena.

Two of the original joint operating arrangements have ended—in Oil City-Franklin and in St. Louis. In addition, a single-owner newspaper combination in Bristol, Va.-Tenn., was mistakenly put on the original list, according to the Justice Department. That makes for a total of three on the delete side of the equation.

Seattle publishers credit 2-year-old JOA with bringing about improved newspapers

Why would a dominant newspaper agree to a joint operating arrangement?

"Purely a business decision," says Frank Blethen, publisher and chief executive officer of The Seattle Times.

"There's what I call a critical period in any market that probably lasts a number of years, depending on the market, during which the dominant paper would find a JOA economically attractive."

After the "critical period," the dominant paper assumes such a commanding lead over the second paper there is no incentive to take on what would simply be a drain on its operations, he says.

The Times, controlled by the Blethen family with a minority interest held by Knight-Ridder Newspapers Inc., and the Seattle Post-Intelligencer, owned by The Hearst Corp., applied to the U.S. Department of Justice for approval of a joint operating arrangement in 1981.

The Times, then an all-day paper, had a 75,000-copy circulation lead over the morning P-I—261,432 to 185,962, according to the Audit Bureau of Circulations.

"There was no feeling whatsoever on our part that our dominance wouldn't continue to grow," says Blethen. "On the other hand, there was no indication that Hearst would be quick to pull out."

Blethen gives two other reasons the Times agreed to a JOA. One is "strategic": If it could stop concentrating on competing with the P-I in non-editorial matters, it could focus on what he calls the "real competition for metropolitan newspapers today"—suburban papers, broadcast, direct mail and other media.

The second is "altruistic": "We do believe the community is better served by having an alternative editorial voice." However, Blethen quickly adds, altruism alone would not have been motive enough to agree to a JOA.

Has the decision to enter the JOA paid off?

Pre-JOA, the Times' margins and profits were "adequate for a competitive market," he says, but well below industry averages for metropolitan newspapers, which include those in non-competitive markets.

Since the JOA was implemented on May 23, 1983, the financial picture for the Times has "substantially improved," says Blethen, although the newspaper is still not up to industry averages.

The Seattle agreement provides for about two-thirds of the profits to go to the Times, the host newspaper, and one-third to the P-I. Blethen says this ratio approximates the newspapers' market shares at the time the contract was negotiated.

As for the Post-Intelligencer, Publisher Virgil Fassio says "we had . . . 14 years of consecutive losses, and the JOA has corrected that. Last year was a profitable year for us."

Since the JOA took effect, his paper's circulation has improved, with daily figures increasing from 188,723 to 196,996.

Because it dropped its morning edition under the agreement with the P-I, the Times initially lost circulation, declining from 249,653 to 226,038. Since that time, circulation has inched up to 227,844.

The most dramatic change occurred on Sunday. The JOA stipulated that the P-I

On the addition side are new JOAs in Chattanooga (where there had been one from 1942 until 1966), Cincinnati and Seattle. Another JOA was approved in Anchorage but was subsequently dissolved by the parties there.

A look at the existing JOAs shows:

- They are spread around the country in every region except New England, the Rocky Mountains and the eastern Great Lakes.
- Tennessee is the state with the largest number, three.
- The smallest newspaper in a JOA is the Shreveport (La.) Journal, a 25,069-circulation evening paper; the largest is the 554,979-circulation San Francisco Chronicle, a morning paper.
- The majority of JOA newspapers are part of newspaper groups. The group with the largest number is Scripps Howard with eight, followed by Gannett Co. with seven.

While it is safe to say no two JOAs are exactly alike, they fall into two general categories. In the majority of cases, the two newspapers have established a third entity, sometimes referred to as an "agency," to perform the joint activities. In the other cases, one of the newspapers serves as the "agent" for the other.

The earlier the JOA was formed, the more likely it is to have an agency format. Those established later tend to have the agent structure, or what is sometimes called a "host/tenant" relationship between the parties.

One theory for the difference is that when JOAs have come into being in recent years, one newspaper has been considerably stronger than the other. Early on, papers were more likely to be more comparable financially when they combined operations. Of course, prior to 1970, there was no Newspaper Preservation Act requiring that one be a failing newspaper.

Whatever the form, all of the arrangements are predicated on the proposition that two newspapers can live together more cheaply than apart.

give up its Sunday paper. It is allowed up to six pages of editorial material in what was the Sunday edition of the Times but which now flies the flags of both papers. Today, the circulation for the Sunday paper is 477,307, compared with 338,582 for the Sunday Times and 201,743 for the Sunday P-I just before the JOA took effect.

Both publishers say their editorial product has improved in the post-JOA period. And Fassio says the papers are more competitive than ever. "Relieved of the really very difficult economic situation we were in, we are more able to be creative and innovative," he says.

Opponents are heard from. As it made its way through the Justice Department and the courts, the JOA proposal in Seattle drew well-organized opposition. One group was led by David C. Brewster, editor and publisher of The Weekly, a tabloid that covers arts and entertainment in Seattle.

The result of the Times/P-I arrangement has been "not as good, on balance (as before the JOA), but not as dire as I thought," says Brewster.

P-I's Virgil Fassio

"The Times has gotten better than I thought, rather than happily, complacently monopolistic," a development Brewster attributes to the newspaper's having plowed a good deal of "ill-gotten gains" from the JOA back into journalistic quality.

And his prediction that the JOA would lead to a "steep decline" in the Post-Intelligencer has not come to pass, he says, although he maintains there has been a "gradual decline" in its editorial quality. "It's not as daring and unconventional as it had been," he says.

About 18 months ago, another JOA opponent, Don R. Pember, a professor at the University of Washington's School of Communications, assigned one of his classes to talk to advertisers and newspaper people in the area to get their reactions to the JOA. The most serious problem uncovered, he says, was that smaller advertisers who used to buy space in one or the other Sunday paper were finding the rate for the single Sunday paper prohibitively high.

However, one advertising agency executive says his expectations that rates would hit the stratosphere have not been realized.

"As advertisers, we were worried about what would happen to rates. There seemed to be precedents in other markets that rates would skyrocket through the roof," says D. Ryan Hixenbaugh, president of May/Partners Advertising.

"Now, with a couple of years behind us," he says, "that doesn't seem to have been the case."

Times' Frank Blethen

Other opposition came from suburban papers. One of them was the Journal-American in Bellevue (morning, circulation 26,857). Publisher Robert E. Hartley says it is "awful hard to nail down what might be the effect of the JOA" relative to his paper.

One thing that has happened, he says, is the Times' inauguration last February of daily zoned news pages for eastern King County, where his paper circulates.

"My own feeling, and those of all of us connected with this newspaper, was sooner or later that would be a result of the JOA . . . that without the direct business competition in the city of Seattle, they would begin focusing on the suburbs," he says.

The Newspaper Preservation Act allows joint action to be taken in 10 separate areas: "printing; time, method and field of publication; allocation of production facilities; distribution; advertising solicitation; circulation solicitation; business department; establishment of advertising rates; establishment of circulation rates and revenue distribution."

Most JOAs take advantage of all of the permissible areas of joint activity. One major exception was in St. Louis where both papers maintained separate advertising and circulation operations until 1979—four years before the agreement was terminated by the Post-Dispatch and the Globe-Democrat.

Threats from without, within. What has been joined with congressional approval, no outside force thus far has put asunder.

There have been three lawsuits challenging existing JOAs.

Tucson newspapers get equal billing on opposite sides of delivery trucks.

In 1981, a federal District Court jury found that newspapers in San Francisco were entitled to an antitrust exemption under the Newspaper Preservation Act. Two years later, a federal District Court judge dismissed a challenge to the JOA in Honolulu because the opponents had waited too long—17 years—to bring it. The third suit, in El Paso, is pending in U.S. District Court but there has been no recent action in the case, according to executives of the JOA agency there.

The greater threat to JOAs has come from within, when one of the partners decided it wanted out.

Newspaper analyst John Morton of the brokerage firm Lynch, Jones & Ryan in Washington, D.C., is one who looks for more internally generated breakups. "It's our feeling that as some of these [contracts providing for JOA] come due that they will not be renewed on the grounds that the weaker paper, generally, has continued to get weaker and that the dominant paper just figures it is not the economic thing to do.

"At the very least," Morton adds, "I expect those that are renewed to rewrite contracts substantially to give the dominant paper a much more substantial share of the earnings."

Typically, contracts between two newspapers in a JOA provide for earnings above and beyond the expenses of the agency or agent to be divided between the newspapers according to a formula.

A long-time critic of the Newspaper Preservation Act, Stephen R. Barnett agrees with Morton that there will be some contract changes, but he does not look forward to much diminution in the JOA ranks. "It seems to me that the benefits of having a joint operating agreement, and thereby avoiding competition, are so great that it will be a very rare case in which a publisher prefers to terminate an agreement and go it alone," says Barnett, a law professor at the University of California at Berkeley.

Divvying dollars. Where contracts have been renegotiated in the past 15 years, there have been some changes made in profit shares, according to the agreements on file at the Justice Department. The Newspaper Preservation Act requires the terms of renewal or amendments to a JOA to be filed with the department, where they are available to the public.

In some cases, a sale of one or more of the newspapers caused the contract to be renegotiated and a shift to be made. For example:

- In Honolulu, in 1974, shortly after Gannett bought the Honolulu Star-Bulletin, a profit split of 40/60 in favor of the Star-Bulletin was locked in until the year 2042. According to Thurston Twigg-Smith, publisher of The Honolulu Advertiser, the formula had been scheduled to go to 45/55 under the contract that was to expire in 1992. "We gave up an extra 5 points to get a longer-term arrangement," he says.
- In Nashville, the profit split went from 50/50 to 70/30 in favor of The Tennessean in 1979 when Gannett purchased that morning and Sunday newspaper and sold the Nashville Banner, the evening paper.
- In Fort Wayne, the profit split went from 66 2/3 percent to The News-Sentinel and 33 1/3 percent to The Journal-Gazette to 55/45 when Knight-Ridder Newspapers purchased the News-Sentinel, a p.m. daily, in 1980. Richard G. Inskeep, president of the family-owned Journal Gazette, which publishes mornings and Sundays, will say only that the new agreement brought more "equity and fairness" to the arrangement.

In other cases, a change in the profit-sharing formula was made when the contracts came up for renewal.

In 1982, for example, the contract calling for profits to be split 75/25 in favor of The Shreveport Times was tilted even more in the Times' favor. Starting in 1983, when the share was bumped up to 76 percent, the contract called for the Times to get an additional half percent more of the profits each fiscal year. At the time of expiration of the contract, fiscal year 1994, the Times is scheduled to receive 81.5 percent of the profits.

When the arrangement began in 1953, the Times got 62.5 percent and The Shreveport Journal 37.5 percent.

A 50/50 split became 60/40 in favor of the Tulsa World in 1981. The change was made in recognition of the fact that the World was contributing a greater share of the profits than in the past, explains Jenkin Lloyd Jones Sr., editor and publisher of The Tulsa Tribune. Jones attributes the shift to increased linage in the World's Sunday edition.

Similarly, in 1982, The Salt Lake Tribune and the Deseret News went from sharing profits equally to a 60/40 split in the Tribune's favor. The new contract also gave each newspaper the right to do its own promotional advertising and established an executive committee with representatives of both newspapers.

But by far the most remarkable provision in that renewal document permitted the Deseret News to launch its Sunday paper to compete with the Sunday Tribune.

According to William B. Smart, editor and general manager of the Deseret News, when renegotiations commenced, his paper said it was prepared to dissolve the JOA unless allowed to publish on Sunday—the biggest newspaper advertising day of the week. The Tribune acquiesced.

Since the Sunday edition of the Deseret News premiered in February 1983, other JOA newspapers have contacted him about it, says Smart. "I'm sure they were inquiring because they are considering something like that themselves," he says.

All of the other JOA markets have only one Sunday paper, although in a few of them both newspapers contribute to the product. In San Francisco, for example, both papers have responsibility for whole sections of the Sunday Examiner & Chronicle.

There is one unique situation. In Evansville, Ind., the agency company publishes the Sunday paper with an entirely separate editorial staff. Each JOA partner contributes only one editorial page.

Another concession granted by The Salt Lake Tribune in 1982 allows the p.m. Deseret News to print in the morning on Saturdays. There is also a clause that would permit the News to go to morning publication the rest of the week if its share of total seven-day circulation drops below 35 percent for two consecutive fiscal years; under the clause, the News would be required to pay for any costs exceeding the cost of publishing in the evening.

> *Some JOA contracts will not be renewed because "the weaker paper, generally, has continued to get weaker and . . . the dominant paper just figures it is not the economic thing to do."*

Goodbye Columbus? The morning publishing slot is the key issue in the renewal dispute in Columbus. According to observers there, the Dispatch did not relish signing an agreement that would lock it into the evening slot for another 25 years, even though its circulation currently far exceeds that of the morning Citizen-Journal (204,705 to 119,150). Columbus increasingly is becoming a white-collar community, a development that has tended to favor morning papers elsewhere.

In June, Edward W. Estlow, chairman of Scripps Howard's Executive Committee, said efforts to renegotiate a JOA in Columbus before the end-of-the-year expiration had not yet hit the "crisis" stage. But, he conceded at the time, "The progress in the negotiations has been disappointing."

At that time, Estlow said options open to Scripps Howard were to negotiate a new agreement or an extension of the current agreement, print independently of the Dispatch, or sell.

In July, Scripps Howard announced that it was negotiating a sale to a financial investment firm, Equity Planning Corp., in the Cleveland suburb of Beachwood.

Earlier, to draw national attention to the Columbus matter, the staff of the Citizen-Journal organized a "Save the C-J" campaign. "What we are trying to do is create public awareness of the situation," says Susan Prentice, a C-J reporter. "That is: if the JOA is not [renewed] or if the paper is not sold . . . the C-J will fold."

If the Columbus JOA ends, it will be the fourth to do so since the 1970 law was enacted.

Although circumstances have differed in all three previous breakups, in each case both papers have continued to be published absent the JOA.

In the latest case, the owners of The News-Herald in Franklin wanted to retire and were unable to find any purchaser other than their Pennsylvania partner, The Derrick of nearby Oil City. Derrick Publishing Co. is continuing to publish the News-Herald.

The first post-Preservation Act split occurred in 1979 in Anchorage, which also had the first joint operating arrangement to be approved under terms of the act.

The breakup "wasn't the act's fault," says Katherine Fanning, former publisher of the Anchorage Daily News and current editor of The Christian Science Monitor. "The problem was the kind of joint operating agreement that we had. It didn't take really full advantage of the act."

The Daily News' arrangement with the Anchorage Times lacked one key element allowed by the act—dividing profit. Under their agreement, each paper had to pay its own costs out of revenues attributable to it. Deficits, if any, were to be made up personally by the News' owners—Fanning and her family.

"We had to rely entirely on [the Times'] good will to promote our advertising and circulation," recalls Fanning. "I never knew whether it was deliberate or not—I was not one to say it was deliberate—but whatever the reasoning, that was not done . . . We went deeper into the red than ever." The News sued the Times for mismanagement, the case was settled out of court and the

Lincoln, Madison dailies insist they do not have JOAs

The daily newspapers in Lincoln, Neb., and Madison, Wis.—long considered to be among those in joint operating arrangements—say it isn't so.

According to Journal Star Printing Co. of Lincoln, "consolidation" of the Nebraska dailies under its ownership took place in 1950, and there is no need to rely on the Newspaper Preservation Act of 1970.

Journal Star Printing is owned by Lee Enterprises Inc., a public newspaper company with headquarters in Davenport, Iowa, and by privately owned State Journal Co. of Lincoln. Lee has a contract to furnish news and editorial content for the morning Lincoln Star. State Journal has a similar contract for the evening Lincoln Journal. Both provide copy for the Sunday Journal and Star.

The U.S. Department of Justice, which lists Lincoln as a JOA, is investigating the company's position, according to a press release issued in May by Journal Star Printing. The company said the department had served it and its parent companies with "civil investigative demands"—a subpoena which the department is authorized to issue—and that an assistant attorney general will review the evidence provided.

Paul McCue, general manager of Journal Star Printing, declined to comment on what prompted the Justice Department probe, but he said it was not related to an antitrust lawsuit brought last February against the printing company and its parent companies by the publisher of a group of free weekly newspapers. It was subsequently dismissed [presstime, June 1985, p. 55].

According to the Justice Department, the newspapers in Madison also insist they are not in a joint operating arrangement, although they, too, are carried on the department's JOA list. Lee Enterprises also figures into the Madison situation.

Lee owns half of Madison Newspapers Inc. and furnishes news-editorial copy for The Wisconsin State Journal, a seven-days-a-week morning paper. The Capital Times Co. owns the other half and provides the content for The Capital Times, an afternoon Monday-through-Saturday paper.

Officials of Lee Enterprises and of The Capital Times Co. declined comment on questions about the status of the Madison dailies.

papers parted company.

Times Publisher Robert B. Atwood says the arrangement "was not given a proper chance."

After the split, Fanning sold the News to McClatchy Newspapers. Today, it is "trending toward profitability," according to Irwin Potts, McClatchy executive vice president. Its circulation has outstripped that of the Times by more than 9,000, according to the Audit Bureau of Circulations, and McClatchy is in the process of building a new $27-million production plant in Anchorage.

The problem plaguing the St. Louis JOA, the second to end since 1970, also pertained to profits. Unlike the situation in Anchorage, there was a profit-sharing plan. There just weren't enough profits to go around.

According to General Manager Penniman, the then-evening Post-Dispatch always made money. Its morning partner, the Globe-Democrat, always lost money. In seven of the arrangement's last 10 years, the Post-Dispatch's profits were not enough to pull the entire operation into the black.

In 1983, Newhouse Newspapers, owner of the Globe-Democrat, decided to close the paper but to retain its relationship with the Post-Dispatch, sharing equally in the profits of the remaining daily which would move to the morning position.

Before it could execute the plan, the Justice Department invoked what amounted to the old "failing company doctrine." The department insisted that the Globe-Democrat be put up for sale before it could, in effect, be merged with the Post-Dispatch.

Ultimately, a buyer—Jeffrey Gluck—was found, and he continues to publish the Monday-through-Saturday Globe-Democrat as well as a Sunday edition started in May as a free-distribution product.

Who's who among newspapers i

City/Newspaper	Publication schedule	Circulation	Ownership	Year JOA began	Year of renewal or expiration
Albuquerque, N.M.					
Albuquerque Journal	M	96,391	Independent	1933	2022
	S	137,897			
The Albuquerque Tribune	E	44,776	Scripps Howard		
El Paso					
The El Paso Times	M	56,052	Gannett	1936	1991
	S	87,827			
El Paso Herald-Post	E	31,562	Scripps Howard		
Nashville					
The Tennessean	M	123,909	Gannett	1937	1997
	S	249,473			
Nashville Banner	E	70,279	Independent		
Evansville, Ind.					
The Evansville Courier	M	64,609	Independent	1938	1998
The Evansville Press	E	41,414	Scripps Howard		
The Sunday Courier and Press	S	116,839	Evansville Printing Corp.		
Tucson					
The Arizona Daily Star	M	80,384	Pulitzer Publishing	1940	1990
	S	150,059			
Tucson Citizen	E	62,445	Gannett		
Tulsa, Okla.					
Tulsa World	M	136,592	Independent	1941	1996
	S	233,611			
The Tulsa Tribune	E	79,183	Independent		
***Madison, Wis.**					
Wisconsin State Journal	M	77,346	Lee Enterprises	1948	
	S	140,313			
The Capital Times	E	29,902	Independent		
Fort Wayne, Ind.					
The Journal-Gazette	M	58,167	Independent	1950	2020
	S	127,287			
The News-Sentinel	E	58,985	Knight-Ridder		
Birmingham					
Birmingham Post-Herald	M	61,200	Scripps Howard	1950	2001
The Birmingham News	E	169,251	Newhouse Newsp		
	S	212,273			
***Lincoln, Neb.**					
The Lincoln Star	M	36,350	Lee Enterprises	1950	
The Lincoln Journal	E	45,046	Independent		
Sunday Journal and Star	S	78,673			
Salt Lake City					
The Salt Lake Tribune	M	110,274	Independent	1952	2012
	S	132,107			
Deseret Ne	E	63,509	Independent		
	S	68,278			

Sources: U.S. Department of Justice, ANPA, Audit Bureau of Circulations Fas-Fax March 31, 1985, JOA newspapers
*The Lincoln and Madison newspapers dispute that they are in JOAs

Justice and the JOA. Although the Justice Department thrust itself into the process of the termination of the St. Louis JOA, its major responsibility under the act is in the *formation* of joint operating arrangements.

Initially, its Antitrust Division investigates an application and makes a recommendation to the attorney general. "We can recommend that he approve it, that he deny it or that he hold a hearing because there is a material issue of fact in dispute," says Alan L. Marx, chief of the division's general litigation section.

If the attorney general adopts the approve/deny recommendation of the division—as he did in 1974 in Anchorage and 1980 in Chattanooga—the matter ends there.

If the attorney general orders a hearing—as he did in Cincinnati and Seattle —the Antitrust Division assumes the position of a party to the proceeding, which takes place before an administrative law judge. At the hearing's conclusion, the division again becomes an advocate, making a recommendation to the judge.

"There's no question but that the process is very cumbersome," says Jonathan E. Thackeray, a partner with the Cleveland law firm of Baker & Hostetler.

"The chance that a hearing will be ordered is a very serious consideration for anybody who is seeking to enter into one of these things," he says.

"It's primarily just a matter of delay" says Thackeray, who represented Scripps Howard and its newspaper, The Cincinnati Post, in the first-ever hearings growing out of the Preservation Act, and the Hearst Corp. and its Seattle Post-Intelligencer in the latest.

Thackeray recalls it took 27 months between the time the Cincinnati newspapers filed their proposed agreement with the Justice Department and the time it was approved in December 1979. "During those 27 months, the weaker paper just kept getting weaker and weaker and losing more circulation and losing more advertising," he says.

Because of the criticism it received over the delay in Cincinnati, the department made a conscious effort to speed up the process in Seattle, Thackeray says. Nonetheless, it took 15

oint operating arrangements

City/Newspaper	Publication schedule	Circulation	Ownership	Year JOA began	Year of renewal or expiration
Shreveport, La.					
The Shreveport Times	M	77,148	Gannett	1953	1994
	S	109,705			
Shreveport Journal	E	25,068	Independent		
Knoxville, Tenn.					
The Knoxville Journal	M	60,344	Gannett	1957	1987
The Knoxville News-Sentinel	E	94,596	Scripps Howard		
	S	162,425			
Charleston, W.Va.					
The Charleston Gazette	M	54,823	Independent	1958	2003
Sunday Gazette-Mail	S	108,363			
Charleston Daily Mail	E	53,431	Clay Comm.		
Columbus, Ohio					
Columbus Citizen Journal	M	119,150	Scripps Howard	1959	1985
The Columbus Dispatch	E	204,705	Independent		
	S	366,626			
Pittsburgh					
Pittsburgh Post-Gazette	M	174,982	Block Newspapers	1961	1999
The Pittsburgh Press	E	247,784	Scripps Howard		
	S	594,025			
Honolulu					
The Honolulu Advertiser	M	88,963	Independent	1962	2042
Honolulu Star-Bulletin	E	109,332	Gannett		
Sunday Star-Bulletin & Advertiser	S	199,340			
San Francisco					
San Francisco Chronicle	M	554,979	Chronicle Publ.	1965	1995
San Francisco Examiner	E	151,758	The Hearst Corp.		
San Francisco Sunday Examiner & Chronicle		717,426			
Miami					
The Miami Herald	M	464,745	Knight-Ridder	1966	1996
	S	559,886			
The Miami News	E	60,286	Cox Enterprises		
Cincinnati					
The Cincinnati Enquirer	M	190,072	Gannett	1979	2007
	S	308,545			
The Cincinnati Post	E	127,142	Scripps Howard		
Chattanooga, Tenn.					
The Chattanooga Times	M	55,479	Independent	1980	2000
Chattanooga News-Free Press	E	45,444	Independent		
	S	105,784			
Seattle					
Seattle Post-Intelligencer	M	196,996	The Hearst Corp.	1983	2032
The Seattle Times	E	227,844	Seattle Times Co.		
The Seattle Times/Seattle Post-Intelligencer	S	477,307			

months from application to attorney general approval in June 1982. Subsequent legal proceedings delayed implementation of the arrangement another 11 months.

Despite it all, Thackeray does "not believe we have seen the last JOA application."

Not always invoked. When the Seattle JOA finally went into effect, it did so amid some speculation that it might be the last of its breed. The cost, the time, the uncertainty of the outcome and the finite number of cities with competitive dailies were cited as factors.

Indeed, the Newspaper Preservation Act makes joint operating arrangements possible. It does not *require* them when a newspaper is in danger of failing.

"It did not save papers in Washington, Philadelphia, Cleveland and Buffalo, to name four," observes newspaper consultant Otto A. Silha.

Silha was chairman of Minneapolis-based Cowles Media Co. when it closed the Buffalo Courier-Express in 1982. The possibility of a JOA was "hardly discussed" with The Buffalo News, he says. "It takes two to tango, and both have to be ready to dance."

In deciding whether to enter into a JOA with its competitor, the question the dominant newspaper has to ask itself, according to analyst Morton, is: If we are making 100 percent of the profits now, why should we give up some by entering into a joint operating arrangement? (See story, p. 18.)

In Philadelphia, the McLean family, which owned The Bulletin, and Philadelphia Newspapers Inc., publisher of The Philadelphia Inquirer and the Philadelphia Daily News, "engaged in extended talks" about a JOA. But "The Bulletin chose not to go through with it," adds William W. Broom, PNI's vice president, public affairs.

After the McLeans sold the paper to Charter Media, the new owner approached Philadelphia Newspapers about a JOA, according to Broom. However, "By that time the Bulletin was in such bad condition financially and in circulation that a joint operating agreement was no longer economically viable from our point of view," he says.

In Cleveland, the idea of a joint operating arrangement with the Cleveland Press was considered internally at The Plain Dealer, says Publisher Thomas Vail, but no formal talks were ever held. From his knowledge of JOAs, says Vail, the weaker of the two papers is "kind of locked into a secondary position from which it cannot escape," and the dominant paper experiences a drain on its finances. "It was my feeling that this was not something that would work out well for anybody," he says.

Today in Cleveland, a federal grand jury is investigating the closing of the Press.

Outlook. In theory, any city in which there are two separately owned, competing newspapers is a potential candidate for a joint operating arrangement, providing the financial test of the Preservation Act can be met.

According to ANPA records, there are currently 32 cities in the United States with separately owned, competing dailies not in a JOA.

Newspaper analysts believe the city in which newspapers are most likely to seek a JOA is Detroit, where both dailies are reportedly losing money. Robert C. Nelson, publisher of The Detroit News, flatly says no conversations about a possible joint arrangement are under way. Knight-Ridder Newspapers, owner of the Detroit Free Press, declines to comment.

But newspaper executives in some of the other competitive cities admit to at least thinking about a JOA partnership. "If you are in the business of managing newspapers, you can't not think about it," says John Bates, vice president and general manager of The Sacramento Union, which competes against the larger Sacramento Bee.

And some admit to more than just thinking about it. For example, the Arkansas Democrat in Little Rock approached its competitor, the Arkansas Gazette, in the late 1970s about a JOA, says Paul Smith, general manager of the Democrat. It was rebuffed by the Gazette, which Smith says had about two and a half times the Democrat's circulation at that time.

Subsequently, says Smith, "we had to drastically change our operation in order to survive." Today, he adds, not only has the Democrat survived, but it is "a strong newspaper, a viable alternative in the market."

Gazette Publisher Hugh B. Patterson Jr. confirms that his newspaper turned a cold shoulder to overtures about a JOA. "I am familiar with the fact that in other places in the South . . . where the leading morning papers actually acquired the afternoon papers, that they have had to be artificially supported. I just did not feel we had the obligation of doing that in Little Rock."

Today, says Patterson, a JOA is out of the question. He points out that the Gazette has filed a wide-ranging antitrust lawsuit against the Democrat [presstime, Jan. 1985, p. 9].

As for existing arrangements, 11 JOAs are scheduled to expire before the end of the century.

The next one to come due is in Knoxville, and sources say The Knoxville News-Sentinel, a Scripps Howard evening newspaper, is not enthusiastic about renewing its contract with Gannett's morning Knoxville Journal.

In an ironic twist in light of its predicament in Columbus, Scripps Howard is said to be balking at renewal because it craves the morning slot for the News-Sentinel.

However, William J. Keating, president of Gannett's Newspaper Division, reports negotiations toward renewal in Knoxville are "ongoing." In addition to Knoxville, Gannett and Scripps Howard are partners in JOAs in Cincinnati and in El Paso. Keating comments: "We've always enjoyed a good working relationship, and I don't see any reason we won't be able to put it all together."

From time to time, there also are rumblings among executives of JOA newspapers about the Preservation Act itself. The law has not been amended since enactment a decade and a half ago, but that does not mean that some JOA publishers would not like to see it changed.

"The act is not perfect," says Morris J. Levin, a Washington, D.C., attorney who represented the Tucson newspapers and other JOA papers in lobbying for the act. "You work with Congress, and you come out with what is a political reality—anticipating as much as you can the future but never being successful."

In recent years, questions have been raised as to whether the act covers electronic publishing and total-market-coverage publications. Last year, in the only court ruling on the issue, a federal district judge ruled that the "shopping newspapers" of the Tucson dailies were not intended to be included among the activities covered by the act's antitrust exemption. He enjoined the dailies from distributing the free publications. Later, though, he held that the TMC publications were not "shopping newspapers" because they did not contain preprinted advertising inserts, as he had originally believed. Without inserts, the publications were covered by the act, according to the ruling.

"I think the act really should have been written more broadly, so newspapers under joint operating ventures would be clearly capable of doing whatever single-ownership newspapers can do," says Twigg-Smith of the Honolulu Advertiser.

But publishers of two JOA newspapers disagree on whether an amendment is needed now.

Frank Blethen, publisher of The Seattle Times, says his newspaper's position is that nothing in the act bars it from doing anything that is "available and practical" in electronic distribution and in new marketing approaches such as TMC. The Times has a TMC publication. But, he adds, when all or a part of the newspaper is transmitted electronically, "it's possible that a clarification of the law will be needed."

Although JOA newspaper publishers have considered seeking an amendment to the Preservation Act, to date, nothing has been proposed officially. The reason, according to Twigg-Smith, is fear of reopening debate on the merits of the act.

"I don't think anyone questions the need for amendment," says Twigg-Smith, who was a leading proponent of the act back in 1970. "I think they [many JOA publishers] are afraid it will open the thing up." ☐

SAVE THE C-J
SAVE THE C-J
SAVE THE C-J

Columbus Citizen-Journal staff coordinates 'Save the C-J' campaign.

What's this on the refrigerator?

Just something I cut out of the paper.

You trying to tell me something?

It's for both of us.

My stomach tells me I'm not going to like this.

As of tonight, the refrigerator's off limits.

No more midnight snacks?

This time we really mean it.

No more chocolate cake?

We'll give it our best shot.

No more apple pie?

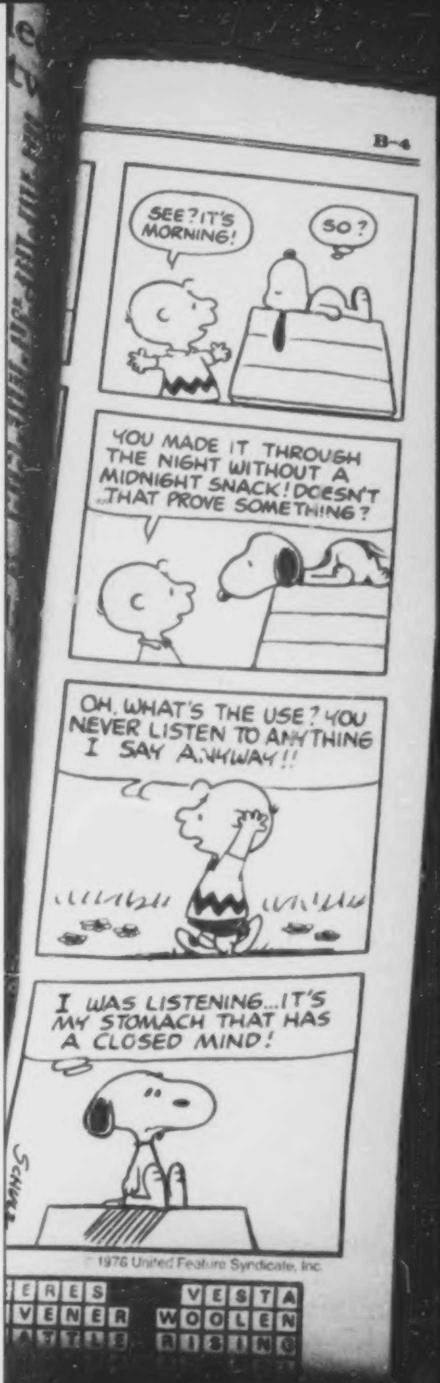
I'm weakening.

No more milk and cookies?

I love milk and cookies.

I'll get the milk.

I'll get the cookies.


B-4
SEE? IT'S MORNING!
SO?
YOU MADE IT THROUGH THE NIGHT WITHOUT A MIDNIGHT SNACK! DOESN'T THAT PROVE SOMETHING?
OH, WHAT'S THE USE? YOU NEVER LISTEN TO ANYTHING I SAY ANYWAY!!
I WAS LISTENING...IT'S MY STOMACH THAT HAS A CLOSED MIND!
SCHULZ

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SYNDICATED & COMPUTER Graphics

BY CRAIG L. WEBB

David B. Gray has a standard answer when asked how to get more graphics into a newspaper.

"You have to redesign the publisher first," the managing editor/graphics at the Providence Journal-Bulletin replies. "Publishers look at USA Today and say, 'We've got to look like that.' But they try to do it without the quality USA Today has or without the resources."

With the inexorable march of high technology, however, those barriers are dropping.

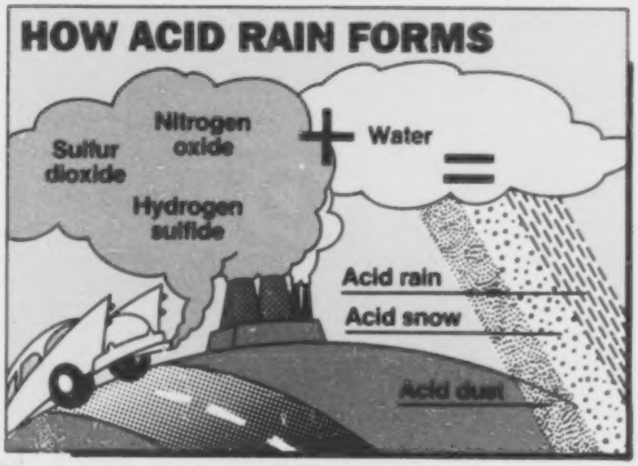
Today even the smallest newspapers can afford to spice up their pages with graphics either by purchasing ready-made packages from wire services and syndicates or by creating their own on moderately priced computers.

It is not surprising, then, that initial results from a survey Gray recently conducted for the Society of Newspaper Design indicates most newspapers are now examining the idea of upgrading their graphics.

As these papers delve deeper into the subject they will find a rapidly expanding array of available graphics services.

The Associated Press has created a new graphics department. United Press International plans to offer a new weekly set of charts and other graphics. And several syndicates are turning out maps and charts for as little as $10 a week per subscribing newspaper.

For the more dramatically inclined—and financially set—newspaper, purchasing a new graphics computer may be the answer. Such systems come with built-in databases or with the capability to allow a newspaper to build its own unique graphics.



AP/News Graphics

Major wire services are increasing artwork efforts.

All these new services promise to give smaller newspapers the kind of visual appeal that has turned heads toward USA Today.

"There's a realization among graphics editors that there's something out there that makes it easier to do what they're doing now," Gray says.

Wires and syndicates. AP Art Director Joe Jeninas says his staff turns out four or five charts a day plus six weather maps, one of them in color, two stock charts Monday through Thursday and three stock charts on Friday. It all is delivered over the wire as part of the AP photo service. A few extra charts move monthly on the cooperative's Laserphoto II, a satellite delivery system. The AP announced in May it will form a new graphics department to produce even more graphics and to update existing services.

The news cooperative has begun moving by wirephoto more color separations for graphics and plans to begin moving charts geared for specific parts of the country, said Kelly Smith Tunney, assistant general manager.

UPI clients as part of basic service get four to six charts and maps a day, two weather maps, one stock chart Monday through Thursday and two stock charts on Friday, Graphics Director Joseph Scopin says. Despite its filing for Chapter 11 bankruptcy, the wire service plans to introduce soon an optional, expanded service that will provide weekly via mail 10 to 20 camera-ready graphics. The artwork will include pieces that are too big to move over UPI's regular service and have a long shelf life.

"It won't contain pieces that would be related to the latest news, like that day's train crash, but rather would have a list of the top 10 crashes for the past year," Scopin said.

There also will be special features, such as illustrations for book reviews, as well as "context" graphics that mix several charts, pictures and copy blocks to tell a story. They will be mailed or sent by courier. Cost will vary according to a subscribing newspaper's circulation.

AP offers illustrations in its weekly feature service that goes to all print members. There also are illustrations in an optional Sunday package.

UPI's new service will butt heads with several established ones. Two of the biggest, Tribune Media Services and Info-Graphics, deliver 20 to 25 graphics a week on subjects ranging from airline pilots'

Webb is an editor on the foreign desk of United Press International in Washington, D.C.

pay to baseball's all-time great fielders.

Tribune Media Services gets most of its products from graphics created for the Chicago Tribune, says Bob Ferguson, managing editor of the syndicate. It claims its list of 350 graphics subscribers tops all competitors.

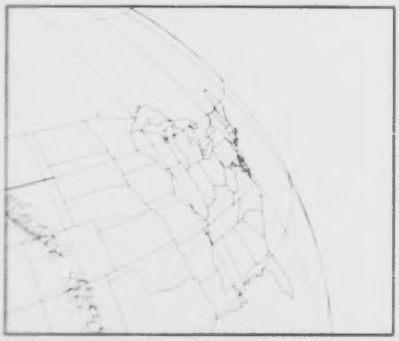
Roderick Deacey, director of the Irvine, Calif.-based InfoGraphics, says his firm's work has more of a "West Coast" style—extra white space, fewer sketched figures—than that of Tribune Media Services. The style makes it easier to add color, he maintains. Most of InfoGraphics' 200 subscribers are newspapers.

Both syndicates offer an extensive number of maps detailing individual states and countries. InfoGraphics' complete map set is delivered when the newspaper signs up for service, Deacey says.

The Tribune's Base Map System can be purchased separately or with its weekly service, and both groups will send specific charts issued before a customer joins the service.

Editors also can turn to such services as Newspaper Enterprise Association, which offers a package including maps and "Inx," a set of illustrations designed for op-ed pages.

The wire and syndicated services all sell for a relatively low price but also are somewhat limited from a newspaper's standpoint. They provide no local charts, use type that may clash with the newspaper's regular style and are burdened by an occasional lack of timeliness. The wire services and NEA also do not split the graphics from the rest of their picture package.



Azimuth maps can give different perspectives.

Buy your own. An alternative is for a newspaper to buy a graphics computer as a tool for staff artists.

Newspaper artists from New York City to Orange County, Calif., say they use them primarily to help charts and graphs spring to life. Many systems allow artists simply to enter data, choose the type of graphic they want, such as bar, line or pie chart, and within seconds see the final product on the screen. Revisions that might take hours to make with pen and paper often require only a few more keystrokes on the computer.

Some of the artists say they have proven reporters' proposed stories were ill-conceived simply by showing in a few

There is a shortage of good newspaper artists

Newspaper editors have discovered a world of difference between resolving to produce more graphics and finding the people to do them.

While other desks' editors can choose from scores of talented, trained reporters or photographers, it's a seller's market at the drafting easel.

Art directors from all over say they regularly have to hire non-journalists or raid other newspapers to get the talent they need.

"I have a couple of people on my staff who get several calls a month from people offering to pay as much as double their salary," says Maureen Decker, assistant managing editor of graphics at Call-Chronicle Newspapers in Allentown, Pa.

Job Bank, the newspaper job service, says 10 of the 40 positions editors nationwide sought help in filling during May were for graphics artists and page designers. The number of graphics positions decreased in June but remained strong compared with other types of editorial positions, Job Bank officials report.

"Unless you are willing to pay a whole lot of money," says Randy Miller, assistant managing editor for graphics at The Denver Post, there aren't any skilled graphics artists available for hire.

United Press International's graphics director, Joseph Scopin, estimates a good artist will earn at least $30,000 a year, and he says last year's meeting of the Society of Newspaper Design "seemed like a large recruiting convention."

Almost without fail, graphics editors cite the same hiring problems: a lack of established programs to produce beginning news artists and too little time to develop an adequate supply of experienced news graphics editors.

"We sit next to one of the best design schools in the country (the Rhode Island School of Design), and yet I've never had an intern who wanted to do information graphics. And the journalism schools don't teach this enough, either," laments David B. Gray, managing editor/graphics at the Providence Journal-Bulletin and treasurer of the Society of Newspaper Design. "The demand is so great we're stealing people out of school."

Broc Sears, art director at the Dallas Times Herald, says he uses his staff's two part-time artist slots as training grounds to fill positions whenever any of the 11 full-time artists leave. The Washington Post and The New York Times report doing the same.

Sears says he also visits design schools regularly, looking particularly for ex-architects—they usually have a good eye for lines, designs and problem-solving. When hired, they are grounded in journalism basics, such as the importance of meeting deadlines.

"There is not a good pool of people to pick from, so you take good journalists and teach them how to draw or, more likely, you take someone with good graphics skills and teach them about the news," says Rob Covey, art director of The Seattle Times.

However, some developments may ease the problems of too-few personnel. One is that some journalism schools are beginning to fill the gap.

Trevor Brown, acting dean of Indiana University's School of Journalism, says all students there must take at least one course in non-verbal communication, and some go on to take an advanced course in graphics. "We've found that students who combine a fine arts background with a communications background seem to be the most desirable folks" for newspaper graphics departments, he says.

And Decker of Call-Chronicle Newspapers believes the proliferation of graphics computers will make it easier for people of modest talents to produce decent charts and maps.

Gray also forecasts growth in computer use, partly because the machines allow fewer artists to turn out more charts.

minutes how certain data looked in chart form.

Most computer systems can create bar and pie charts, and some art directors have modified reporters' terminals to produce such graphics, the Journal-Bulletin's Gray says.

However, the Apple Macintosh personal computer has drawn much of the attention lately for several reasons: It is simple to use, costs about $2,500, handles more than just bar charts, and can be linked to an Apple laser printer that costs about $7,000 and produces camera-ready copy.

Knight-Ridder Newspapers plans to install a Macintosh and printer at all of its newspapers, according to Roger F. Fidler, the group's director of graphics and newsroom technology.

Gray says he recommends Macs to newspapers that want a computer but lack a lot of cash.

One disadvantage of most computer systems is lack of a graphics database. An exception is a new system developed by Computer News Graphics that includes a database containing everything from maps to the configuration of a Soviet MiG jet [presstime, July 1985, p. 39]. It costs $100,000, including hardware.

Newspaper designer Robert Lockwood, a principal owner of the firm, says an editor or artist can "call up an image on the screen—an MX missile for example—and then scale it to anything else in the system."

In Washington, a group of computer experts and mapmakers has produced a computer system that can draw the world from any angle. The Washington Post, which has served as a test site for the system, has used it for such graphics as a view from behind the German lines of the Allied attack on D-Day.

Several firms known for their printing and typesetting systems also are selling graphics packages. Among them is Compugraphic, which markets a souped-up, large-screen version of the Macintosh in tandem with the Compugraphic 8400 typesetter or EP-308 laser printer.

One important element of a computer graphics system is supplied by no computer firm: a savvy person to use it. Deacey of InfoGraphics says that fact makes his and similar services valuable because they supply camera-ready material.

"We're not selling graphics per se," he says. "You can give editors a Macintosh but they don't know what information to use, what data to choose for a graph and what range to use. The Macintosh . . . is a tool, and, in the right hands, it can be good. But it has to be in the right hands." □

Sources of newspaper graphics

Syndicates and wire services

Company	Product	Cost/what you get
InfoGraphics 1703 Kaiser Ave. P.O. Box 19620 Irvine, Calif. 92714 (714) 250-4000	Weekly charts	$10-$150/week (varies by circulation) plus mail costs. Delivers about 25 graphics per week on four 12-by-18-inch sheets. Basic geographic maps sent upon joining service.
Chicago Tribune Graphics Service c/o Tribune Media Services 720 N. Orange Ave. Orlando, Fla. 32801 (800) 322-3068	Weekly charts	$12.50 -$100/week (varies by circulation) plus mail costs. Delivers about 20 graphics per week on three 11-by-17-inch sheets. Includes some maps. Basic maps extra, available with or separate from regular service.
United Press International 1400 Eye St. N.W. Washington, D.C. 20005 (202) 898-8000	Weekly charts (beginning soon)	Cost expected to run $40-$120/week, depending on circulation. Will send 10-20 graphics per week; size of sheets unknown. Service will include maps, illustrations, "context" pieces.
United Press International 1400 Eye St. N.W. Washington, D.C. 20005 (202) 898-8000	Daily illustrations on wire	Cost varies by newspaper size. Client gets 4-6 pieces of art daily, plus 2 weather maps and stock charts. Service comes only in combination with photo wire.
Associated Press (Contact local bureau)	Daily illustrations on wire	Cost varies by newspaper size. Client gets 5-9 pieces of art daily, plus 4 weather maps, one of them set up for color. Service comes only in combination with photo wire.
Associated Press (Contact local bureau)	Sunday illustrations	Cost varies by circulation. Client gets illustrations weekly for AP's special Sunday features.
Newspaper Enterprise Association 200 Park Ave. New York, N.Y. 10166 (800) 221-4816	Graphics	Cost varies by circulation. Package delivered by mail four times weekly provides maps, charts and "Inx," a set of op-ed page illustrations. Service available only with rest of NEA package.

Computer-based systems

Azimuth Suite 1100 1511 K St. N.W. Washington, D.C. 20005 (202) 331-8833	Computer mapping system	$30,000 for hardware, software, installation, training and updates. System permits user to draw map of the Earth from any point, any angle, in perspective.
Computer News Graphics 1909 Cinnaminson Ave. Cinnaminson, N.J. 08077 (609) 829-1288	The CNG System	$85,000-$100,000 including hardware and database. System enables user to create and modify charts, maps and other graphics, using voluminous supply of ready-made maps, logos and other symbols.
Compugraphic 80 Industrial Way Wilmington, Mass. 01887 (617) 944-6555	Personal composition system	$26,000 for computer and EP308 laser printer, $38,000 for computer and 8400 typesetter. Hardware based on Apple's Macintosh XL. System permits creation of maps, charts and other graphics with output to camera-ready printer.
Apple Computer (See local dealer)	Computer and printers	About $2,500 for Macintosh computer, $7,000 for LaserWriter printer. Software available enables user to create charts, lay out pages, manipulate text.

LOYALTY VERSUS PRACTICALITY

Newspapers agonize over staying or leaving downtown

BY BARBARA J. FRIEDMAN
presstime staff writer

Times-Picayune/States-Item left the heart of downtown New Orleans.

In 1913, the Brattleboro Reformer moved into a building in the heart of that Vermont town. The newspaper stayed put for nearly 70 years.

But problems of getting delivery trucks to the old building's door, lack of parking and other headaches prompted the paper to leave the downtown site in 1981 and move three miles away.

Editor Norman Runnion, recalling the move, says, "There was a lot of unhappiness on the part of merchants, the town and some of us. I got an awful lot of my editorials (about preserving downtown Brattleboro) thrown back in my face."

About the time the Vermont paper moved, The News-Gazette of Champaign-Urbana, Ill., also faced the tough decision of whether to leave downtown to satisfy its need for additional space. It chose to stay downtown.

The News-Gazette subsequently spent more than $4 million remaking a former J.C. Penney Co. store into a showcase headquarters.

The Vermont and Illinois dailies provide microcosmic views of how newspapers—long regarded as pillars of American downtowns—have responded to 40 years of residential and commercial flight to the suburbs. Some have stayed. Others have left. And a growing number of larger papers have reacted by doing both—keeping a central office in downtown and building satellite production and distribution plants in outlying areas.

News-Gazette occupies renovated Champaign-Urbana retail store.

Moving out. J. Ben Penners, who owns and runs a firm that specializes in building facilities for newspapers with circulations of less than 80,000, estimates that 75 percent of his jobs in the last 10 years have involved moves from downtowns to the outskirts.

"Oftentimes there's an objection to moving out of the core of the town," he says, "but oftentimes the land isn't available" for staying put.

The Brattleboro Reformer is one of the newspapers on Penners' list of those that have moved.

"Hell, in a small town, Main Street is your news source," says Editor Runnion. In addition, an advertising department that is situated downtown has the luxury of dealing with clients able to walk in off the street.

After it moved, the Reformer made sure that editorial and advertising staffers maintained high visibility on Main Street by continuing their daily rounds downtown.

About four years later, "Everybody has adjusted to the paper's move" to a growing commercial strip, Runnion says. But he notes that traffic through the Reformer's front door, while getting heavier, has not returned to its level before the move. "It just takes time," he says.

The Times-Picayune/The States-Item in New Orleans is another newspaper that left the downtown core. The paper needed more room and decided to build.

The old headquarters in the heart of downtown New Orleans was a six-story building with limited space for the pressroom. "We could not expand outward," and the newspaper was having problems getting trucks to and from its loading dock quickly, says Joseph I. Ross, the newspaper's vice president and business manager.

The 234,344-square-foot, three-story building the newspaper occupied in 1968 is about two and a half miles from the old Times-Picayune/States-Item location, Ross says.

This month, the Asbury (N.J.) Park Press will move its headquarters four and a half miles to the city of Neptune. Jules L. Plangere III, vice president for operations, says the destination is a 106,000-square-foot building that cost more than $10 million. The Press previously spent $5 million in Neptune constructing a 70,000-square-foot building that has housed its presses, mailroom and newsprint storage since 1980.

Parking and a lack of space are among reasons the Press is moving. Plangere says he has no misgivings about leaving downtown Asbury Park, where the newspaper has occupied a narrow, five-story building. However, in that community, "no one was tremendously pleased over our decision to move," he acknowledges.

Besides the vast increase in space—the Press will occupy a 21-acre site—the newspaper will be in a larger city (population about 28,000, compared with Asbury Park's 17,000) and closer to the center of its circulation area.

Plangere estimates the move will trim 10 to 15 minutes off each delivery truck's route. Neptune is also more central to news sources, he says.

Despite the move, no thought has been given to changing the name of the Asbury Park Press, Plangere says.

The company will continue to use the Asbury Park building for television production, radio offices and studios, a weekly newspaper and for its direct mail operation.

The newspaper felt an attachment to Asbury Park, Plangere says, but had to consider first "the needs of the corporation to expand."

Staying put. In Champaign-Urbana, that feeling of attachment to downtown led owner and publisher Marajen Stevick Chinigo to decide to keep The News-Gazette there, says John J. Bowman, the paper's editor and general manager.

Bowman says the newspaper's executives discussed moving to the outskirts of town and even looked at sites, but the board voted unanimously to stay in the central business district. The paper needed about 40,000 extra square feet and only one building downtown fit the bill—the vacant space that once housed a Penney's.

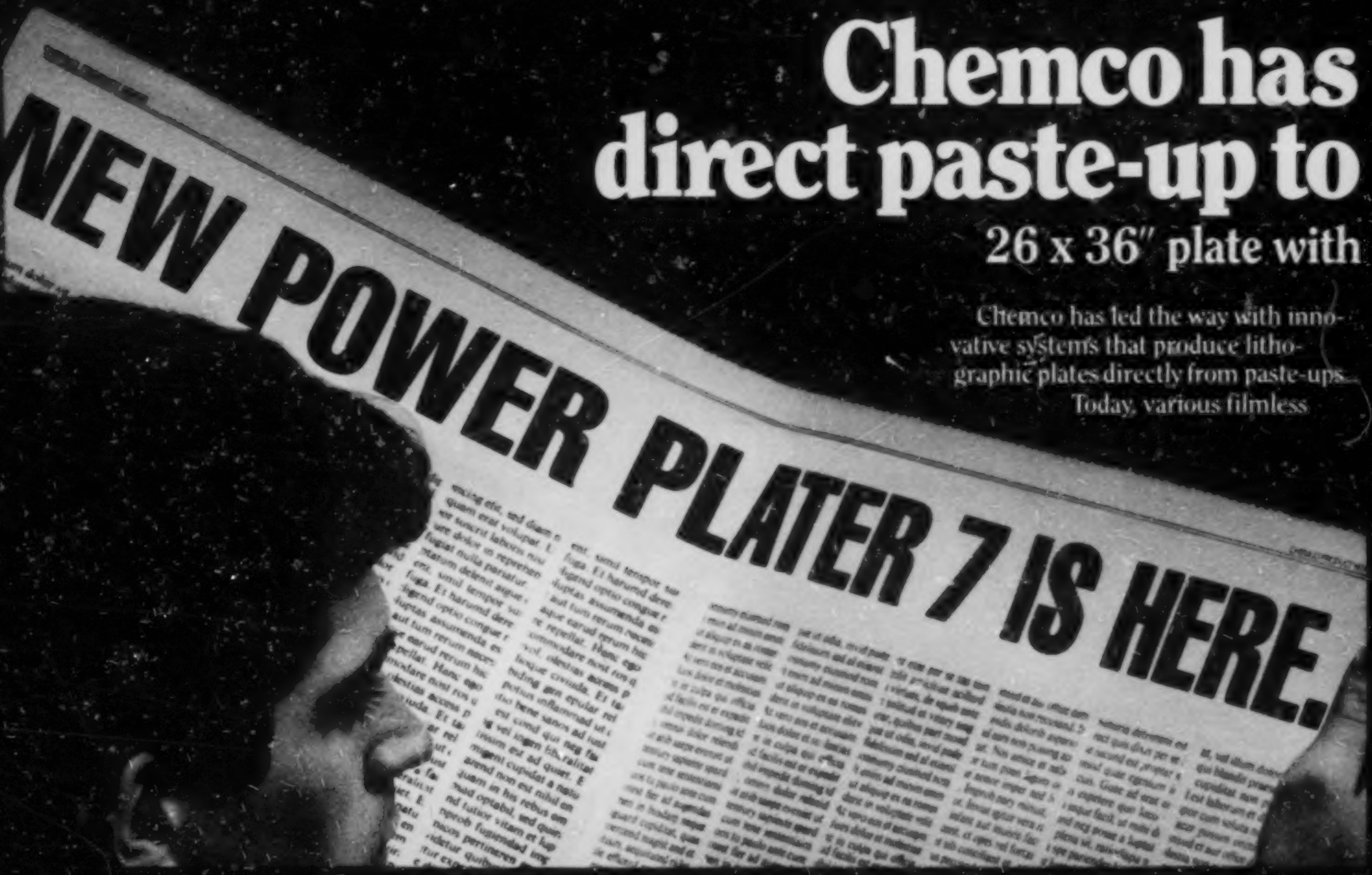
The newspaper took into account the tax credits it would get from renovating the building, plus "the pretty good deal" offered on the vacant store, Bowman says. When all the factors were counted, he says, the costs of starting from scratch and of renovating were about the same—"over $4 million."

Parking remains "somewhat of a problem," Bowman says, but the newspaper expects to acquire more spaces after an exchange of lots with a local bank that owns land next to the News-Gazette's renovated building.

Six months ago, the newspaper moved all its operations, except the pressroom and mailroom, from a building half a block away. The new building, which includes an employees' lounge called the "Garden Room," has been "really good for morale," Bowman says.

The Wyoming State Tribune in Cheyenne is another paper that decided to remodel another company's downtown building—in its case, one previously occupied by International Harvester Co.

The Tribune "has been downtown forever," says Editor James E. Flinchum. He says the Harvester building is being gutted with essentially only the frame left intact. While the building is only five blocks from the Tribune's present location, it has the virtues of being next to a railroad siding and has better access for trucks, Flinchum says.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Split personality. Having locations in both the core city and on the periphery is the trend seen by Leonard E. Elliot, a consultant on the design of newspaper buildings, and William D. Rinehart, ANPA vice president/technical.

The trend holds especially true for newspapers with more than 250,000 circulation based in downtowns choked with traffic.

Microwave and fiber-optics transmission of composed pages creates an option for publishers who want to keep their editorial and business headquarters downtown.

"That's where most of them are emotionally," says Elliot, a staff newspaper consultant at The Austin Co., an architectural, engineering and building firm. Rinehart thinks similarly: "Where they've a strong community identity, publishers wish to remain very prominent downtown."

But downtown quarters—often in old buildings—can cramp a newspaper's operations and prevent installation of more efficient equipment.

No one, Elliot notes, has a mailroom that is too long.

The growing volume of preprints and installation of mailroom equipment can leave employees tripping over skids and each other. Also, trucks carrying inserts must sometimes join a queue headed to and from the loading dock.

And higher circulation can make a publisher yearn for the extra space needed for a larger press, and for ready access to a railroad siding that can make newsprint easier to deliver.

The need for space and the lack of suitable, downtown sites at attractive prices have helped push production plants to the suburbs. Also feeding the trend will be increasing use of full-page pagination in production of zoned editions, ANPA's Rinehart says.

While acknowledging the trend, at least one newspaper—The Orlando (Fla.) Sentinel—has reversed course.

In 1981, the Sentinel shifted newspaper production and mailroom operations at its Altamonte Springs plant north of Orlando to a new building next to the main newspaper office in the downtown section.

At one point, there was talk of putting all of the Sentinel's operations in Altamonte Springs, says James E. O'Dell, Sentinel vice president and operations director. That talk died after the newspaper was able to buy previously unavailable land downtown.

The newspaper was also responding to a study that concluded much money could be saved if satellite and downtown production were consolidated, O'Dell says.

The downtown production building is 107,000 square feet and cost $38 million with equipment. The Altamonte Springs plant now houses the company's commerical printing subsidiary.

Parking is not a problem in downtown Orlando, nor is access for daytime delivery of newsprint from Sentinel warehouses, O'Dell says. Delivery trucks picking up newspapers at 2 a.m. have a clear run.

"Satellite production makes sense for some markets," but not for Orlando, O'Dell says. ☐

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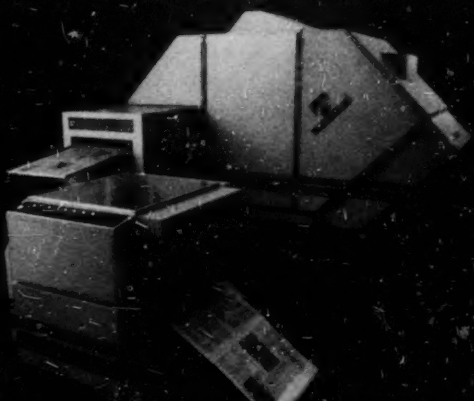


George Krimsky

A 'can-do' guy helping to improve journalism worldwide

BY MARCIA RUTH
presstime staff writer

"THIS," says George Atwell Krimsky, with a sweeping gesture of both hands, "is The Center for Foreign Journalists."

To a visitor, "This" is a star-shaped logo propped against a wall, an assistant typing under a stairwell and Krimsky's cluttered desk in an otherwise empty group of rooms in the American Press Institute building in Reston, Va.

But through the eyes of the newborn center's executive director—accustomed to doing what other people hold meetings to discuss—the place is already functioning as a central force for improvement of worldwide journalism.

"George is a 'can-do' guy who has taken on a job that needs doing," says Dana Bullen, executive director of the World Press Freedom Committee.

Two years ago, when he was news editor of world services for the Associated Press, Krimsky pulled off another "can-do" operation—the so-called List of Talloires. The first comprehensive list of programs to aid Third World journalists—about 300 in more than 60 countries—it was presented at Talloires II, the second international "Voices of Freedom" conference of journalists held in France.

At Talloires, Krimsky met the equally committed Thomas Winship, a former president of the American Society of Newspaper Editors who was soon to retire as editor of The Boston Globe. They agreed that the List of Talloires had revealed a critical void in efforts to assist Third World journalists—the lack of an ongoing clearinghouse for training and for information about the press.

In Krimsky, Winship found a "prototype of a genuine journalist." In Winship, Krimsky found "the ideal boss." And The Center for Foreign Journalists was born [presstime, Feb. 1985, p. 33].

For Winship, "retirement" became an inaugural fellowship at the Gannett Center for Media Studies, from which he launched a fund-raising drive as president of the center Krimsky now directs. With about $250,000 already raised to cover the first year's expenses—including directors of training and information—the center plans to open in October with a three-week program for 12 Arab journalists.

Initially, the center will offer three types of workshops, all built on the API model that has provided training for 18,000 journalists, nearly all of them from North American newspapers, since its founding in 1946.

More Third World journalists may use the center's other arm, the information clearinghouse, whose database will include the List of Talloires.

Directing this center appears the logical extension of Krimsky's professional career. "I helped conceive this baby, and I want to help raise it," he told the AP when he resigned at the age of 43 to head the center.

A geography and American literature major at Middlebury College in Vermont, Krimsky followed U.S. Army service with his first reporting job at the Waterbury (Conn.) Republican in 1966. Three years later, he joined the AP in Los Angeles and then was assigned to the AP foreign desk in New York to prepare for overseas duty.

He went first to Moscow but was expelled after 28 months by the Soviet Union, which accused him of espionage and currency violations—charges denied by the AP and Krimsky. He was reassigned to Beirut as Middle East news editor in 1977.

Krimsky eventually sought a stateside assignment to spend more time with his wife, Paula, and their two children, Alissa and Michael, who lived on Cyprus for safety reasons while he was in Beirut. He accepted the New York position of deputy news editor of world services in 1979 and became editor two and a half years later.

Colleagues point out that The Center for Foreign Journalists is as much an outgrowth of Krimsky's personal style as his professional credentials. In his recent stint in New York, the hundreds of Third World journalists that stopped by Krimsky's office at the AP became part of what he terms the "discovery process" leading to formation of the center.

"George took more than a routine interest in them," says Angelo Natale, editorial supervisor of AP's world desk. "I think [the center] grew out of his caring."

While based in New York, Krimsky taught short courses to journalists in Malaysia and Nigeria [presstime, May 1981, p. 18], and somehow found time to chair the civic association and run a local arts festival in Rowayton, Conn., where he lived.

His warmth is as well-known as his ability to pull structure out of chaos. "He gets through to people easily," says Larry Heinzerling, AP director of world services. "People visiting from foreign countries who might feel awkward . . . open up to George because he is sympathetic to their problems and knows where they're coming from."

As tactful as he is forceful, Krimsky says he has "no intention" of attempting to have the center replace older programs. Nor does he intend to do battle with what is called "developmental journalism," in which Third World governments demand that the press serve struggling economies and often totalitarian ideologies.

"We're not in a position where we want to reform the world's press. . . . It's not our business to try to tell [Third World journalists] how to change," he says.

But "perhaps down the road, if the one-party state does soften up a little and head toward a civilian democracy, their . . . journalists will be prepared to produce a fair and responsible product because they are applying the tools," he adds. ☐

Why third-class rates should be restructured

BY WILLIAM J. KEATING

Obviously, the U.S. Postal Service of today is far different from the Post Office of 200 years ago, and newspapers also have undergone much change.

Postal services have evolved to meet the public's needs for a government-operated distribution system. Newspapers have changed their content and their distribution methods to meet the needs of readers and advertisers.

William J. Keating

In a free society, newspapers must have advertising to provide the economic stability that makes it possible for them to publish news. Increasingly, this includes preprinted inserts—a category of newspaper advertising that has been especially affected by unfairly structured third-class postal rates.

Most postal pricing has been based on the sensible view that heavier mail pieces cost more to handle—and are worth more to the customer—than lighter pieces.

A postal customer who drops a first-class envelope into a mailbox pays 22 cents for the first ounce of mail and 17 cents for each additional ounce. Mailing a letter weighing 1.01 ounces costs 39 cents.

Newspapers are priced even more in accordance with weight. In fact, each additional page of a newspaper—mailed at second-class rates—costs the publisher more postage. The price goes up in direct proportion to the weight.

But, third-class mail has become inexplicably different. A third-class piece pays as little as 8.3 cents for a half ounce, a full ounce, two ounces, three ounces and so forth—up to 3.5 ounces, nearly a quarter of a pound. Only then does a gradual climb in rates begin as the package becomes heavier.

This is not fair. Third-class rates ought to be put on the same weight-based system that applies to first- and second-class.

First-class rates have risen dramatically over the years; second-class rates took a huge leap upward after passage of the Postal Reorganization Act; yet the most important of the third-class rates are lower today than they were in 1978.

Postal volumes in recent years seem to reflect more and more this unfair rate approach. First-class rates become the safety net of the Postal Service, while second-class mail seems to stagnate and bargain-priced third-class mail fills the system.

This pricing philosophy needs serious re-examination. At a minimum, the Postal Service ought to explain the specific reasons why a first-class letter weighing 3.5 ounces should cost almost 10 times as much as a third-class letter of the same weight and mailer preparation.

The Postal Service also needs to re-examine the quality of service.

Newspapers know what happens when an issue fails to be delivered on schedule, but their concern extends to all classes of mail. Much has been studied and written about first-class service and problems now facing second-class mailers. The Postal Service appears to be making extraordinary efforts to keep service in those two classes at the highest possible levels.

The service for third-class mail generates the most complaints. Tales occasionally are told about national bulk mailings taking many more days than seemingly necessary to reach their destinations around the country.

Newspapers have felt one very important area of third-class mail service was not being studied carefully enough—the quality of service for *local* third-class mail. So a study was made.

The results show that the differences in local first and third-class mail service often amount to only a single extra day. (See story, p. 38.) The Postal Service may be proud of that service, but newspapers question whether first-class mailers should have to pay 10 times the postage in order to have their first-class letter arrive a day earlier than a similarly prepared third-class letter.

Another area of concern is the Postal Service's allocation of institutional or overhead costs. Traditionally, the postal mailing community has looked upon postal rates as consisting of two tiers: first, the attributable, or volume-variable, costs; second, the fixed, or institutional, costs.

Many third-class mailers believe institutional costs ought to be allocated to mailers on a basis of a percentage markup over attributable costs. Newspapers believe institutional costs also should be looked at from the standpoint of how much each piece of mail benefits from, and should contribute to, USPS's basic overhead (such as letter carriers).

Here is a capsule account of how newspapers use the mails:

- *First-class*—Newspapers are service-oriented businesses which share with other such organizations the need to use the Postal Service to reach many customers. It is not unusual for a metropolitan daily to have an annual first-class postal bill of a half million dollars. Newspapers believe first-class rates are higher than necessary.
- *Second-class*—There is no class of mail more central to the newspaper business than second-class. For many newspapers, Postal Service distribution to subscribers is essential to their very existence. Second-class mail rates have been kept low and second-class service has been maintained at high levels for very good public policy reasons. Publications that qualify for second-class rates serve important goals related to an informed public in our democratic society.
- *Third-class*—Newspapers make extensive use of third-class mail. Some use it for subscription promotion; others spend millions of dollars annually using third-class mail for non-subscriber programs designed to achieve total market coverage. Incorrectly priced third-class mail causes newspapers to lose twice. First, wrong pricing decisions will affect the financial future of the Postal Service. Second, newspapers are threatened with anticompetitive actions by others based on unfair rate structures. Corrections are needed immediately in order for the Postal Service to protect its own best interests.

Certainly, USPS should realize that the use of detached address labels with some third-class bulk mail has deprived it of nearly $1 billion in postage during the past five years.

To require detached labels to pay their appropriate rate—that of a third-class post card—is within the sole power of the Postal Service. USPS granted permission for this unfair practice to begin, and it has the power to withdraw it. ☐

Keating, senior vice president of Gannett Co., is vice chairman of the newspaper industry's Joint Postal Task Force, which prepared the report on which this article is based.

COURTS

Adverse libel decision weighed

Newspapers can look forward to additional court activity growing out of the Supreme Court's decision in *Dun & Bradstreet Inc. v. Greenmoss Builders Inc.*, which makes it easier for private-figure libel plaintiffs to recover damages in libel cases where the statement at issue is not a matter of "public concern."

In a 5-4 decision, the court June 26 affirmed a decision awarding $50,000 in compensatory or presumed damages and $300,000 in punitive damages to Greenmoss, a Vermont construction contractor that had been subject of a false Dun & Bradstreet credit report [**presstime**, Oct. 1984, p. 43].

Dun & Bradstreet had argued that the Supreme Court, in its 1974 decision in *Gertz v. Welch*, had prohibited awards of presumed and punitive damages in private-figure libel cases unless the plaintiff proved "actual malice"—that is, that the defendant made the statement with the knowledge that it was false or with reckless disregard for whether it was true or not.

Delivering the opinion of the court, Justice Lewis F. Powell Jr. said *Gertz* did not apply in this case because it concerned no public issue. "We have long recognized that not all speech is of equal First Amendment importance. It is speech on 'matters of public concern' that is 'at the heart of the First Amendment's protection.'"

He said there is "no credible argument that this type of credit reporting requires special protection to ensure that 'debate on public issues [will] be uninhibited, robust, and wide-open.'"

Powell was joined in the opinion by justices William H. Rehnquist and Sandra Day O'Conner. Chief Justice Warren E. Burger and Justice Byron R. White filed separate, concurring opinions.

Libel attorneys offered various views on what will happen next in the courts and how the decision will affect the news business.

Robert D. Sack, general counsel of Dow Jones & Co., said courts now will be looking at three questions: first, what is "a matter of public concern"; second, to what extent does the answer to that question depend on the nature of the media involved; and, third, what does the decision mean for the other finding in the *Gertz* case—that there can be no liability without a finding of fault?

"Though this case concerned a relatively narrow issue, its long-term impact on libel lawsuits could be devastating to the media," said Hunter C. Quick of the Nashville law firm of King, Ballow & Little. "At this point, it is safe to say that not everything published or broadcast by the media may be found to be of public concern. In those situations, courts are now free to award punitive damages to private-figure plaintiffs who have not proven actual malice."

But Henry R. Kaufman, general counsel of the Libel Defense Resource Center in New York City, said he had hopes that the ruling will be applied narrowly.

And Bruce W. Sanford, attorney with the Washington, D.C., office of the law firm of Baker & Hostetler, called the decision "a way station on the road to next year's libel decisions."

Noting that the court has accepted two libel cases for review in its term that begins in October, Sanford said the issues in those cases "are going to tell us a lot more in 1986 about the evolution of American libel law."

Currently, Sanford said, the court lacks "a coherent consensus . . . on what American libel law ought to be."

One of the two upcoming cases, *Philadelphia Newspapers Inc. v. Hepps*, raises the question of whether, in private-figure libel cases, the burden is on the plaintiff to prove that the statement at issue is false or whether it is on the defendant to prove that it is true.

The other case, *Anderson v. Liberty Lobby Inc.*, raises the question of whether, in public-official and public-figure libel cases, courts must require a showing by a libel plaintiff of actual malice with "convincing clarity" in order to rule against a defendant's motion for summary judgment.

ANPA joined 16 other news media organizations in filing a friend-of-the-court brief in the latter case, supporting the position that the plaintiff must prove actual malice with "clear and convincing" evidence at the summary judgment stage of a libel proceeding. —*Margaret Genovese*

Ruling on records inspections overturned

Companies that participate in multiemployer benefit plans must allow trustees conducting an audit to inspect the personnel records of workers not covered by the plan to determine if they should be, the U.S. Supreme Court ruled.

In a 6-3 ruling that came late in its recently ended term, the court overturned a lower court's decision that the Employee Retirement Income Security Act allows the trustees to inspect the records of non-covered employees only if the trustees have "reasonable cause" to believe that the employees should be covered by the plan.

The case arose when trustees of two of the largest Teamsters benefit funds were denied access to records of employees not listed as pension plan participants at 16 trucking companies.

The largest multiemployer pension plan affecting the newspaper business is that of the International Typographical Union [**presstime**, Feb. 1984, p. 43]. ☐

ANPA panel to study friend-of-court briefs

The ANPA Legal Affairs Committee has agreed to conduct a study into how to make friend-of-the-court briefs most effective.

The June 21 meeting in New York City followed a meeting of the ANPA/American Bar Association Task Force.

The task force also reviewed plans for a national libel symposium it intends to sponsor next spring, with this working title: "Is litigation the best way for society to resolve disputes over claims of libel?"

In addition, the group agreed to review a report by an ABA panel on undercover operations by government agents. ANPA opposes agents' posing as members of the news media [**presstime**, March 1985, p. 72]. ☐

Court upholds union members' right to resign

The U.S. Supreme Court has upheld the National Labor Relations Board by ruling that union members have an unrestricted right to resign at any time, including during a strike or when a strike is imminent.

The board has issued such rulings in several newspaper cases involving The Newspaper Guild [presstime, Jan. 1985, p. 63]. The Guild's constitution prohibits resignations during a strike "or at a time when a strike or lockout appears imminent."

A Guild spokesman said the union's international executive board is reviewing the decision. He said the leadership will advise U.S. locals about provisions of the union's constitution that are or may be unenforceable in light of the ruling, "pending full consideration of appropriate constitutional amendments" at the 1986 Guild convention.

The court's 5-4 ruling came in a case involving the Pattern Makers' League of North America, a small AFL-CIO affiliate that had fined members who resigned and crossed picket lines during a 1977 strike against clothing companies in the Midwest.

Writing for the court, Justice Lewis F. Powell Jr. said the NLRB was justified in holding that a union rule restricting the right to resign impairs the national policy favoring voluntary unionism.

Because of the NLRB's "special competence" in the field of labor relations, the court said, the board's interpretation of the Taft-Hartley Act "is accorded substantial deference."

The AFL-CIO said the decision will make it more difficult to conduct successful strikes. But it said the NLRB's "ultimate objective—to cripple labor unions—will not be achieved."

ANPA Manager/Labor Relations Charles Cole said the impact of the decision on striking unions "will be minimal in blue-collar operations, where peer pressure is strong."

"In white-collar units, such as those represented by the Guild, the impact will be greater due to less structured organizations and greater recognition by the individual of one's employment rights," Cole said. "At most, the decision may dampen enthusiasm to call a strike absent more than a strong majority of support." ☐

Appellate decision won't restrict TMC programs, experts say

Newspaper legal experts say a federal appeals court decision upholding an antitrust verdict against two daily newspapers in Virginia places no new restrictions on newspapers' total-market-coverage programs.

The case pitted Daily Press Inc., publisher of the Daily Press and the Times-Herald in Newport News, against Advantage Publications Inc., former publisher of two free weeklies. It was the first in which a jury found a paid daily guilty of trying to monopolize with its TMC publication [presstime, Jan. 1985, p. 9].

The appeal was being watched closely by newspapers because the court could have discussed the merits of the case and established new rules for TMC programs. But the three-judge panel of the 4th U.S. Circuit Court of Appeals did neither.

Both sides had appealed the original 1983 ruling by U.S. District Court for the Eastern District of Virgina.

Daily Press argued that there was insufficient evidence of an attempt to monopolize for the judge to have allowed the case to go to the jury.

Advantage appealed sanctions that had been imposed by the court because Advantage owner Susan E. Marcotte had failed to produce certain business records sought by Daily Press before and during the trial. Marcotte's actions were believed to be the reason the court awarded Advantage only $3 in damages.

In its July 3 decision, the Court of Appeals said it found sufficient evidence for the District Court to submit the case to the jury. And it upheld the sanctions against Marcotte, calling her actions "intolerable."

"We were obviously disappointed, mostly because the 4th Circuit didn't address the issues at hand," said Norman L. Freeman, general manager of Daily Press.

Daily Press lawyer Gerald A. Smith Jr. said the appeals court was "simply wrong on the law" in the case. But he said it is "very doubtful" the newspapers will seek a rehearing by the full court or appeal to the U.S. Supreme Court.

Although the daily newspaper company failed to get the verdict overturned, lawyers for newspaper organizations said the decision was not as bad as it might have been for the industry.

"There is nothing in this opinion that will inhibit a newspaper from introducing product improvements such as shoppers, total-market-coverage programs or zoned sections," said Walter D. Kelly Jr., one of several lawyers for three newspaper groups that filed a friend-of-the-court brief in the case—ANPA, the Southern Newspaper Publishers Association and the Virginia Press Association.

"In terms of the newspaper industry and what potentially could have happened, the opinion is quite good," Kelly added.

He pointed out that the opinion was labeled "unpublished" by the court, which generally means it cannot be cited as precedent. Even if it were published, he added, it would be useless in other cases because the court did not explain how it arrived at its conclusion on the evidence question.

W. Terry Maguire, ANPA vice president/general counsel, agreed with Kelly on the limited application of the decision in other cases.

"We believe it was appropriate for the court to refrain from using this case as basis for establishing new legal restraints on newspaper response to competition," he added.

Despite her loss on the sanctions issue, Marcotte said she was "very satisfied" with the action of the appeals court. "The point of law was the most important consideration from the beginning," she said. Marcotte currently is publisher of "Echoes," a TMC publication of the Valley News in West Lebanon, N.H. ☐

Court denies injunction on exclusivity issue

The 9th U.S. Circuit Court of Appeals June 14 denied a request by The Tribune in Oakland for a preliminary injunction to bar two San Francisco daily newspapers from holding exclusive rights in the Bay Area to certain syndicated features [presstime, Feb. 1984, p. 8].

The court said the Tribune failed to show that it faced irreparable injury if the injunction were not issued against the San Francisco Chronicle and San Francisco Examiner.

The appeals court's decision upheld a 1984 ruling by U.S. District Court in San Francisco. The Tribune's lawyer, Paul R. Greenberg, said the newspaper will proceed with the case. ☐

Jury rules subscription list is depreciable asset

A newspaper company scored a significant breakthrough in June when a federal District Court jury ruled against the Internal Revenue Service and found that the subscription list of a newspaper the company acquired was a depreciable asset for tax purposes.

This is the first known court challenge to the IRS's position that an acquired subscription list for a newspaper continued in operation is a part of non-deductible "goodwill."

The Justice Department lawyer who represented the IRS in the case said no decision has been made on whether to appeal.

The case grew out of a suit Donrey Media Group filed last January in U.S. District Court for the Western District of Arkansas. Donrey sought to recover taxes paid after the IRS audited its 1977 and 1978 tax returns and disallowed a claimed deduction for depreciation of the subscription list of The Washington (Ind.) Times-Herald, which Donrey acquired in 1972.

The IRS contended the list did not meet the two-pronged test for whether the acquired subscription list, as an intangible asset, is depreciable: that it have a value separate and apart from "goodwill", and that it have a limited useful life, the duration of which can be ascertained with reasonable accuracy.

According to an attorney for Donrey, the IRS's position has been that no acquired subscription list for a newspaper that continued in operation could meet those criteria.

The only similar court case involved a subscription list acquired by the Houston Chronicle for a newspaper that did not continue to operate, said Daniel M. Davidson, of the Washington, D.C., law firm of Sidley & Austin. The IRS also lost that case, he said.

In the Donrey case, the jury found that the subscription list had a value separate and apart from goodwill, that its value was $599,406 (about $53 per subscriber) and that its useful life was 23 years. Donrey retained Morton Research of Washington, D.C., to assist in placing a value on the list and Urban & Associates Inc. of Sharon, Mass., to assist in determining the useful life of the list.

"What we've got now is one jury in one case," said another Donrey attorney, Lester G. Fant III, also of Sidney & Austin.

Fant said the case "could be the beginning of a trend, or it could always be an isolated case." However, he added, if the government appeals and the jury verdict is affirmed, "then it will be a very, very important case."

Newspaper financial experts applauded the decision.

"I think the decision will be welcomed by both the sellers and purchasers of newspapers having paid circulation because it refutes the IRS's stringent contention that acquired circulation is a part of goodwill," said Edward R. DeVoge, president of the International Newspaper Financial Executives.

"The U.S. District Court essentially ruled that the newspaper's circulation base is a productive asset of quantifiable value which is perishable over a time frame that can be measured," added DeVoge, vice president and treasurer of the Observer Publishing Co. in Washington, Pa.

Thomas H. Nied, director of taxation for The New York Times Co., called it "a positive development in the ongoing controversy between the IRS and taxpayers on the question of the amortization of acquired, intangible assets."

Final judgment in the case had not been entered by late July because the parties had not agreed on the amount of money due Donrey.

Donrey attorney Fant said the company should get a refund of $50,000 in taxes and interest. ☐

REGULATIONS

Oregon governor vetos guidelines on video terminals

Oregon Gov. Victor G. Atiyeh July 12 vetoed a bill that would have required the director of the Workers' Compensation Department to establish guidelines for the state's purchase and use of video display terminals and related equipment.

The director also would have been authorized to develop voluntary guidelines for private employers in connection with an educational program [presstime, July 1985, p. 55].

Atiyeh noted that a VDT Subcommittee of the Senate Interim Committee on Labor had done "an exhaustive study" of health and safety issues surrounding VDT usage in the workplace. "The committee could find no verifiable long-term health or safety hazards specifically connected with use of video display terminals, other than those commonly associated with many other office work situations," he said.

The governor added that the state already monitors workplace safety and health through a division of the Workers' Compensation Department. "Allowing health and safety experts flexibility in regulating workplace safety, reflecting new situations and technologies as they arise, is more effective than building into law inflexible mandates which may not prove correct," he said.

Requiring safety and health guidelines and purchasing specifications for public employers, separate from those required for the private sector, "only creates obstacles to a flexible enforcement policy," Atiyeh said. ☐

Health and Safety Symposium planned for October

The effects of the Occupational Safety and Health Administration's "hazard communication" standard on the newspaper business will be one of the topics at ANPA's 1985 Health and Safety Symposium Oct. 30-Nov. 1 in New Orleans. Employers must comply with all parts of the standard by May 25, 1986 [presstime, March 1985, p. 26].

Canadian health and safety issues, video display terminals, health promotion plans, working environments and disaster planning for newspapers are among the other topics to be covered.

Registration fee is $250. Forms will be mailed to ANPA-member newspapers at the end of this month.

For additional information, contact Technical Specialist Edward E. Kastenhuber of the ANPA Technical Research Department at The Newspaper Center, Reston, Va.

Dow Jones approaches Oklahoma officials on liquor ad ban

Oklahoma's ban on liquor advertising in all magazines or newspapers published in the state might jeopardize the plans of Dow Jones & Co. to build a printing plant there.

The proposed plant would produce the Southwest edition of The Wall Street Journal. Dow Jones' concern is that Oklahoma may try to enforce its liquor advertising ban on the Journal.

The company has written the attorney general's office about the concern. No official reaction had been received by late July, said Robert D. Sack, Dow Jones general counsel.

Because form and content would not be determined in the Oklahoma plant, Dow Jones is arguing that the Journal would not be published but rather "printed, at most" at the plant, Sack said.

Construction on the plant is scheduled to begin in 1987. □

ABA might study terrorism coverage

The president of the American Bar Association wants two committees on which ANPA serves to study terrorism coverage by the media. William W. Falsgraf made the statement in London in July during the ABA's annual meeting.

Falsgraf's comment followed a speech to the ABA by British Prime Minister Margaret Thatcher in which Thatcher proposed the media adopt a voluntary code of restraint in covering terrorism.

Another ABA speaker, U.S. Attorney General Edwin Meese III, also referred to the subject. At a news conference, he said the media might be asked to voluntarily delay some reports of terrorist incidents.

The two committees referred to by Falsgraf are the ABA's Special Committee on Cooperation with ANPA, which meets with representatives of ANPA in a joint task force, and the National Conference of Lawyers and Representatives of the Media, which is made up of representatives of the ABA and six media organizations, including ANPA.

Meanwhile, the Justice Department asked for, and in some cases subpoenaed, material from media firms on the June terrorist hijacking of a TWA jetliner. Reuters gave the FBI access to its file of published photos of the incident, a Reuters official said; the FBI purchased 47. □

REGULATORY NOTES

- Three newspapers that use **microwave systems** to send copy and pages to remote printing plants told the Federal Communications Commission there are currently no reasonable alternatives to transmitting on frequencies in the 12-gigahertz band.

The FCC has reassigned priority status in the 12-GHz band to direct-broadcast satellite service.

In meetings in June and July with several FCC members and staff, representatives of the Los Angeles Times, The New York Times and The Washington Post said they are encountering difficulties in obtaining equipment to allow them to move their operations to other frequencies. They asked that the 1988 deadline be extended to 1993 [presstime, May 1985, p. 47].

- The 3rd U.S. Circuit Court of Appeals has affirmed that the Occupational Safety and Health Administration's **"hazard communication" standard** pre-empts similar state laws with respect to the manufacturing sector, which includes newspapers.

According to Richard W. Neergaard, ANPA manager/environmental services, the decision is a good one for newspapers because some state laws are tougher and more sweeping than the federal standard [presstime, March 1985, p. 26].

- ANPA joined other media organizations in urging the Nuclear Regulatory Commission to reconsider a recent policy change to **allow more closed meetings.**

- ITT World Communications Inc. has asked the FCC for permission to discontinue its **radio photo service** to the Caribbean and South America at the end of this year because it is no longer "cost justifiable."

The Associated Press and Reuters have asked the FCC to delay termination. ANPA has expressed concern to ITT.

LEGISLATION

Bingo advertising issue will leave stalled legislative arena

Frustrated by Congress' inaction on legislation to lift federal restrictions on advertising of bingo and other games of chance, the Minnesota Newspaper Association has decided to challenge them in court.

According to MNA Manager Linda I. Falkman, the association will go to U.S. District Court to seek a declaratory judgment that the restrictions are unconstitutional.

Efforts to ease the restrictions through legislation stalled last year when a House subcommittee rejected a bill supported by newspaper organizations [presstime, Aug. 1984, p. 38].

"We've been waiting long enough" for Congress to act, said Falkman. "It's a stupid law and we want to change it."

To help pay legal fees, Minnesota dailies are being asked to contribute the dollar equivalent of a half page of advertising at their open rates, non-dailies the equivalent of a quarter-page. □

LEGISLATIVE NOTES

- A resolution to declare Aug. 4, 1985—the 250th anniversary of the landmark John Peter Zenger trial—as **"Press Freedom Day"** passed the House of Representatives July 11. At press time, Senate passage was said to be likely.

- The House Subcommittee on Courts, Civil Liberties and the Administration of Justice held oversight **hearings on libel law and the First Amendment** in June and July.

Another Judiciary subcommittee is expected to hold hearings this fall on a bill that would make several changes in libel law. HR 2846 is before the Subcommittee on Civil and Constitutional Rights.

- ANPA and the American Society of Newspaper Editors told the House Judiciary Subcommittee on Crime it should reconsider a provision in a **computer-crime law** passed last year because it could frustrate the Freedom of Information Act.

The provision makes it a crime for a person to gain unauthorized access to a government computer and disclose the information obtained.

The press groups are concerned about the disclosure provision.

Study finds not much difference in first-, third-class service

Deputy Postmaster General Jackie A. Strange chats at dinner meeting with Johnson (left) and Edwin L. Heminger of The Courier, Findlay, Ohio.

Postal Governor Ruth O. Peters shares a light moment with (from left) Geoffrey Edwards of The Journal Newspapers, Springfield, Va., and Newhouse. Behind Newhouse are Lee J. Guittar (left) of USA Today and Reg Murphy of The Baltimore Sun.

© David Rambo

A test of local mail speed sponsored by ANPA showed little difference in delivery time between first- and third-class mail, even though first-class costs were more than eight times higher.

The study found that first-class pieces generally are received one day after mailing in the same city, and most of the third-class pieces are received two days after mailing.

The study was released July 8 at a dinner at Gannett Co. headquarters in Rosslyn, Va., involving newspaper executives, the Postal Service governors and top postal managers including Postmaster General Paul N. Carlin.

After a preliminary review, the Postal Service expressed skepticism about the results. In late July, USPS was continuing to examine the project in more detail, and it reserved final judgment.

ANPA said the findings confirm the Association's position that first-class rates are too high, that third-class rates are too low and that first-class in effect subsidizes third-class.

"Advertising mailers are getting gourmet service for fast-food prices, and the public is picking up the tab for the difference," said ANPA Chairman and President Richard J.V. Johnson of the Houston Chronicle.

ANPA Director Donald E. Newhouse of Newhouse Newspapers, chairman of the newspaper industry's Joint Postal Task Force, said the cost differences show how a collection of children's birthday photos mailed to grandparents across town "subsidizes bulk mailers mailing advertising circulars and product samples."

If the photos weigh three ounces, the envelope in which they are contained costs 73 cents to mail first-class. Yet a direct mail firm would pay just over 8 cents to mail the same weight package via third-class.

W. Terry Maguire, ANPA vice president/general counsel, said the study proves that USPS "simply hasn't charged what it should have charged for third-class mail."

One of the results, he added, is the Postal Service's recent report of second-quarter losses of $243 million—about $200 million more than expected.

Another result, he said, is USPS's having to impose a series of cost-cutting moves. USPS spokesman Robert V. Hoobing said those include a 3.5-percent pay cut for 34 top USPS officials, the postponement of a 3.5-percent raise for 714 other employees, curbs on postal employee travel and other measures.

In the delivery speed survey, ANPA, through a public relations firm, mailed three letter-size envelopes with contents to 3,271 households in a seven-city area.

The cities, which are the hometowns of the postal governors, were Atlanta; Bangor, Maine; Canton, Ohio; Indianapolis; San Francisco; Springfield, Mo.; and the Washington, D.C., area. Mailings in the Washington area were conducted before the others as a "pre-test" of the national program.

One of the envelopes was sent first-class, one first-class presorted to the carrier route and one third-class presorted to the carrier route. The households were asked to report when they received the packages via a prepaid return card contained in each mailing. The number of returns was 1,990, for a response rate of 60 percent.

According to the response cards, 83 percent of the first-class envelopes and 65 percent of the first-class, presorted envelopes were received within a day. Nine percent of the third-class pieces had been received by that time.

By the second day, 95 percent of the first class, 84 percent of the first-class presorted and 66 percent of the third-class pieces had been received.

By the third day, the percentage figures were, 98, 93 and 88, respectively, and by the fourth day, they were 99, 98 and 98.

"Thus, a mailer satisfied with delivery by the fourth day after mailing would have received exactly the same service by all three (kinds) of mail, except that he would have spent 8.79 times as much postage if he used first-class" rather than third-class, carrier-route presort, concluded the study, carried out by the public relations firm Ruder Finn & Rotman of

Washington, D.C. If the mailer used first-class carrier-route presort, "he would have spent 8.19 times as much postage."

Spokesman Hoobing said in late July USPS was studying the project results and there was yet no official Postal Service comment. However, several days earlier he and some other USPS staff members had made some "preliminary observations," including:

- There was "no indication that [ANPA] deposited the mail at the same time of day, and that's important." Depositing the pieces at different times of day could make a difference in when they are delivered.
- 3.28 ounces is "unusually large" for a first-class letter. In fact, the pieces were unable to be processed by USPS electronic scanning machines and other automated equipment.
- The third-class pieces seemed to be sent "the most optimum way." Usually, third-class mail "comes from at least another sectional center," and that could extend the time of delivery.

Overall, Hoobing said, postal officials got the impression that the third-class pieces "had an edge," while the first-class pieces were put at a "disadvantage."

ANPA's Maguire countered that:

- All pieces in each city were deposited at the same time, although that time may have varied from city to city.
- Most of the test pieces were mailed at approximately the same time of day.
- The weight of the first-class pieces should not matter because all are "supposed to get the same treatment" regardless of weight. "Is he saying that heavier-weight pieces don't get the same treatment as lighter-weight pieces?"
- The third-class mailings were not unlike the regular practices of many direct-mail companies.

Maguire asked rhetorically, "What did we do that a direct-mail firm would not do?"

Postal Governor Peter E. Voss of Canton, Ohio, told The Repository of Canton that the ANPA project is "a very interesting study. . . . Any time a respected group takes the time and spends the money on something like this, it will be taken very seriously by the Board of Governors."

—C. David Rambo

NNA breaks with ANPA on 2nd-class TMC issue

As the Postal Rate Commission proceeds in the complaint Advo-System Inc. filed against newspapers' use of second-class mail for total-market-coverage programs, there has been a division within the newspaper ranks on the issue.

The National Newspaper Association went on record saying it disagrees with the practice of using second-class mail for TMC programs. It opposes ANPA's efforts to fight the Advo petition [**presstime**, July 1985, p. 56].

"The whole matter of expanded uses of second-class mail is under review by postal policymakers," said Jerry W. Friedheim, ANPA executive vice president and general manager. "Perhaps changes in current regulations will result. As always, ANPA feels that what postal regulations permit, newspapers should be able to do if they choose."

NNA, which represents paid weeklies and small dailies, said the practice of mailing TMC publications second-class puts in "grave danger" the postal subsidies for in-county, second-class mail—a category relied on heavily by many smaller newspapers.

"Uses of the subsidy not consistent with its intent could ensure its death," NNA said July 1 in an editorial in the association's biweekly newspaper, Publishers' Auxiliary. "That the newspaper industry would choose not to recognize this and continue practices certain to harm its more fragile brethren is disappointing."

The NNA editorial also said, "Like a young child who found the cookie jar, these papers have liked what they've tasted and are unconcerned if they leave any for anyone else."

Said ANPA's Friedheim:

" 'Subsidized cookies' is a little simplistic. Postal appropriations are being scrutinized in Congress primarily for budget-cutting, deficit-reduction reasons; and ANPA supports continuation of those appropriations. The newspaper business will do well to hang together, and as we patiently work on these things not to get frustrated and call each other names."

Law firm handling Arizona FOI hotline runs into conflict

As newspapers make increasing use of Freedom of Information hotlines operated by outside law firms, they are occasionally faced with conflicts of interest—when the firm already represents the other side.

The issue surfaced in Arizona in June when the firm retained by the state's First Amendment Coalition [**presstime**, April 1985, p. 23] declined to pursue an FOI request by a reporter at The Phoenix Gazette. The coalition assured its member newspapers that such conflicts had arisen in only two or three cases of the more than 400 hotline matters handled by Brown & Bain in the past three years.

The Gazette got the information in question through another firm but will retain Brown & Bain for future FOI inquiries.

Reflecting on the publicity surrounding the incident, newspaper spokesman William R. Shover called it "a tempest in a teapot. . . . Any law firm that's a good law firm is going to have client conflicts." ☐

Seat belt law excludes newspaper carriers

Newspaper delivery personnel are exempt from Connecticut's mandatory seat-belt law signed June 27 by Gov. William A. O'Neill.

Connecticut thus became the only one of the 13 states with seat-belt laws to exempt newspaper deliverers specifically, according to a spokeswoman for the National Highway Traffic Safety Administration. She said four other states have general delivery exclusions: Illinois, Indiana, Missouri and North Carolina.

The Connecticut exemption for a person "engaged in the delivery of newspapers" is one of only four exemptions allowed. The law takes effect Jan. 1, 1986.

The exemption was suggested by the Connecticut Daily Newspaper Association after its then-President Forrest C. Palmer, publisher of The News-Times of Danbury, learned about problems some newspapers in New York were having with that state's first-in-the-nation seat-belt law [**presstime**, March 1985, p. 38].

The New York State Publishers Association has been unsuccessful so far in its efforts to get an exemption, according to John D. Kutzer, executive director. ☐

Viewtron plans Twin Cities launch, but Boston venture is dropped

Viewtron, a consumer videotex service owned by Knight-Ridder Newspapers Inc., plans to take its first step beyond south Florida by offering service this fall in Minneapolis and St. Paul, despite a rebuff in New England.

Some expected Viewtron's first step would be not in the Twin Cities but in Boston, with Affiliated Publications Inc., which publishes The Boston Globe. However, Robert H. Phelps, director of Affiliated's Viewtron/New England project, said his company decided to close its office Aug. 1 after seeking but not getting "a long-term commitment [from Knight-Ridder] to stay in the videotex business."

Affiliated sought a commitment that Knight-Ridder would remain in the business through 1986, Phelps said. The unwillingness to give assurances indicates, he said, that "the whole videotex business has not worked out the way optimists said it would."

Affiliated is still "vitally in videotex" and is exploring alternatives, he said.

"Not going to Boston first" is "not significant in terms of the whole picture for the long-term," said Mary C. Bulterman, a Knight-Ridder spokeswoman.

As for Affiliated's request for a commitment, she said, "Since the day Viewtron was launched, we said all along . . . it is by no means definitive as to whether Viewtron is going to make it or not." That holds despite the favorable response from personal computer owners now able to use the service, she said.

Paul M. Orme, president of Viewdata Corp. of America, the Knight-Ridder subsidiary that operates Viewtron, said "between now and the fall," Viewtron will "appear in various ways in other markets."

The first of those markets now will be the Twin Cities where Knight-Ridder plans to capitalize on the spread of personal computers. In contrast to Viewtron's debut in 1983, Twin Cities residents will not need a special, "dedicated" terminal to receive the service. Viewtron will reach subscribers' computers via the packet-switching network of an unregulated subsidiary owned by a Bell regional telephone company.

Another newspaper-related pioneer in home videotex is also basing much of its expansion upon the spread of personal computers.

Times Mirror Videotex Services Inc., which operates Gateway Videotex in Orange County, Calif., announced in late June that subscribers will be able to use PCs to receive its service. Like Viewtron, Gateway initially relied solely on AT&T Sceptre terminals to allow customers to receive its service [presstime, Dec. 1984, p. 23].

To whet personal computer owners' appetite for videotex, Viewtron has given away—in introductory offers—software that makes the hookup possible. The software has been available since May.

Gateway also plans to give away software. In mid-July, Penny Jo Welsch, manager of marketing communications, said the distribution will be "in a matter of weeks."

Videotex analyst Steven B. Weissman of International Resource Development Inc., commenting on the Gateway and Viewtron pitch to PC owners, said, "It's about time. Personal computers are in place; dedicated terminals aren't."

Gateway had long planned to promote videotex access through personal computers and had been waiting for development of the necessary software, Welsch said. She declined to say how many paying customers subscribe to Gateway and how much Times Mirror has invested in the service. Times Mirror Videotex Services was created in the fall of 1980 and launched four years later.

At Viewtron, Promotion and Public Relations Manager Dan L. Smigrod said Knight-Ridder has invested about $40 million in the service. He declined to give up-to-date figures for Viewtron's subscribers but said that as of Jan. 1 it had 3,100 paying customers.

Viewtron is moving a little closer to its goal of nationwide service by joining forces with Northwestern Bell Information Technologies. The company is an unregulated subsidiary of Northwestern Bell Corp., which is owned by US West, one of the seven Bell regionals.

NBIT operates a switching network that can bunch and efficiently send videotex signals to personal computers.

The network and the favorable price for using it were mentioned as reasons why St. Paul and Minneapolis were chosen for expansion, Viewdata's Orme said.

In a statement announcing the expansion, Orme also said the area is "a good test market." He noted, "The number of personal computers is promising, and the Midwest area represents the demographic mean of the country."

Orme said personal computer owners' "favorable response . . . gave us the green light to move out of south Florida."

—Barbara J. Friedman

A-T Videotex of Tiffin, Ohio, drops user charges

Personal computers have always been key to what may be the granddaddy of home videotex services run by newspaper-owning companies.

A-T Videotex—a division of The Advertiser-Tribune of Tiffin, Ohio—uses a technical standard that does not provide the complex graphics found on Gateway or Viewtron. On the other hand, a subscriber does not need special software to get the service—only a PC and a modem.

But A-T Videotex, which has operated since Feb. 1, 1982, has never been profitable, so it is trying a new approach to pricing.

On July 22, subscribers began getting the service free. About 100 subscribers had been paying a flat monthly fee of $8, said Sherry L. Skufca, A-T Videotex manager/editor.

Skufca said the goal for now is to "learn all we can" from operating a free service before resuming revenue-producing efforts.

A-T Videotex currently does not carry advertising.

Besides dropping the fee, the service reorganized its format to offer "more specific" information, she said. The service will also be available at public-access sites. To date, Skufca estimated the company has invested under $250,000 in the videotex project.

NTIA says information service ban should be lifted for regionals

Competition and the public would be better served by freeing the Bell regional companies to enter new businesses, according to a Department of Commerce agency.

Those businesses should include selling information services, said the report released July 17 by the department's National Telecommunications Information Administration, or NTIA.

The conclusion takes aim at a key part of the consent decree that has shaped the breakup of AT&T, including the formation of the seven Bell regional telephone companies. The decree clamped a provisional ban on the regionals' involvement in information services, and NTIA recommended eliminating that prohibition.

But NTIA recommended leaving some fetters on the regionals, at least for now. Electronic publishing, a subset of information services, should stay off-limits through a ban "comparable both in scope and duration" to the ban on AT&T. The report noted that the ban on AT&T's engaging in electronic publishing over its own lines is scheduled to end in 1989.

In sketching implications of barring the regionals from the broader information-services business, NTIA noted, "The clearest effect of this prohibition, in too many instances, is to deny the public choices which otherwise would be available."

Also, the prohibition places the regionals at a "distinct disadvantage" in competition with carriers such as AT&T and MCI that can offer customers "'one-stop shopping for a diversity of services," the agency said.

In another section of the 193-page report, NTIA noted that while several groups are working to develop standards for digital telephone networks, no organization has clearly assumed "responsibility for the important task of ensuring end-to-end integrity of all services and equipment." ANPA is one of the groups that has pushed for development of standards for digital networks that will allow electronic publishers to send economically information over long distance and local telephone lines.

ANPA was one of 62 groups and individuals filing comments during NTIA hearings on telecommunications issues conducted before the report was written.

Robert Pepper, director of the study, said the report was designed for NTIA's "own policy-making purposes." But he said requests for copies have come from the Federal Communications Commission, the Department of Justice, congressional offices, industry groups and regulatory agencies in 50 states. □

Judge Greene gets request for print-media waiver

The Justice Department has given a favorable recommendation to one regional telephone company's request for permission to enter the print media business and is considering another.

Southwestern Bell Corp.'s request for a waiver from a provision of the 1982 consent decree that broke up AT&T received the department's nod July 12 and now goes to U.S. District Judge Harold H. Greene, who has the final say. Earlier Greene approved a similar request from another regional, Pacific Telesis [presstime, July 1985, p. 14].

The latest waiver request before the Justice Department is from NYNEX. Its July 1 application includes a broad definition of print, specifically excluding general-interest newspapers but including trade and professional newsletters.

The Association of Business Publishers has filed comments opposing the NYNEX request.

In its application, NYNEX said its proposed new venture could compete with Dow Jones & Co., The Dun and Bradstreet Corp., and Capital Cities Communications Inc. □

Appeals court strikes down 'must carry' rules

A three-judge panel of the U.S. Court of Appeals, District of Columbia Circuit, has struck down a Federal Communications Commission rule that required cable operators to carry every local broadcast station in their area.

The judicial panel ruled unanimously July 19 that the 20-year-old "must-carry" rules "are insufficiently tailored to justify their substantial interference with First Amendment rights."

Michael S. Schooler, deputy general counsel for the National Cable Television Association, said the court applied a "strict First Amendment standard" to cable. The same standard applies to print media and assures that, except in the rarest situations, they are "immune to content regulation," Schooler said.

At the least, he said, the appeals court ruling—if it stands—means less future regulation of cable programs and "casts in serious doubt the constitutionality of any government intrusion on the editorial discretion of cable operators."

The decision came in two cases that were consolidated by the court: Quincy Cable TV Inc. v. Federal Communications Commission, and Turner Broadcasting System Inc. v. FCC.

The National Association of Broadcasters, which represents the broadcast industry and was an intervenor in the case, was critical of the decision and has decided to appeal.

A spokesman said the group also will seek to change federal copyright laws so as to require cable operators to pay for broadcast signals they transmit. □

TELECOMMUNICATIONS NOTES

- X•Press Information Services, **an electronic system that hopes to include feeds from local newspapers,** began test marketing in Boulder, Colo., July 8. The service plans to begin testing in Buffalo early this month.

X•Press is a partnership owned equally by cable-TV operator Tele-Communications Inc., magazine and book publisher McGraw-Hill Inc. and Telecrafter Corp., a cable services company [presstime, April 1985, p. 38].

- Chronicle Videotex, owned by Chronicle Publishing Co. of San Francisco, is installing **public access videotex** terminals at Bay Area Rapid Transit stations.

By late July, 156 Teleguide terminals had been installed throughout the Bay Area, including eight of the 36 units that will be installed at nine BART locations [presstime, Aug. 1984, p. 11].

- Registration is still open for the **ANPA telecommunications workshop, "Connections"** Aug. 15-16 at the Westin O'Hare, Chicago.

The workshop is designed to help newspaper executives take advantage of growing telecommunications resources while controlling telecommunications costs. For more information, contact the ANPA Telecommunications Department.

'Landmark' syndicated study released

With the release in mid-July of the largest syndicated study ever conducted of newspaper readership, Simmons-Scarborough Research Associates presented data many newspapers consider critical to boosting their meager share of national advertising.

The 1985 Newspaper Ratings Study marks the first time one firm surveyed all of the top 50 markets in such detail, including information on more than two-thirds of the nation's households and population and 70 percent of retail sales.

Advertising agencies have insisted for years that newspapers are often left out of national advertising campaigns because they do not provide a single source of data comparable to what is supplied by competing media.

Larry Burkhart

"It's the one way positively we can prove to the advertisers of America we can outperform radio and television," said Larry Burkhart, chairman of the Research Committee of the International Newspaper Advertising and Marketing Executives, which along with the Newspaper Research Council spearheaded the drive to convince newspapers to cooperate in syndicated research.

Gerald T. Silvers

More than 80 advertising agencies subscribed in advance to the 1985 study, and more are expected to sign on as they see how the data are used, said John Polich, president of Simmons-Scarborough Research Associates.

Calling it a "landmark study," Gerald T. Silvers, research director of The Cincinnati Enquirer and chairman of the NRC-INAME task force that developed the guidelines and monitored the project, said Simmons-Scarborough would be used primarily by advertising representative firms and national advertising departments to persuade national advertisers to spend more money with newspapers.

In addition, newspaper associations such as INAME will launch a major effort to reach agency planners at the "account supervisor level" said Burkhart, who is director of marketing at The Orange County (Calif.) Register.

The Newspaper Advertising Sales Association will continue to play a "key role" in promoting the study, said NASA's current president, William B. Shannon. As they did last year, members of local NASA chapters will probably be contacting the top advertisers in their regions, said Shannon, who is president of Gannett Advertising Sales [**presstime**, April 1984, p. 54].

The cost of the $2 million-plus study averaged about $19,000 for each of the more than 130 participating newspapers, said Polich.

The first cooperative effort, released in 1983, was the work of Simmons Market Research Bureau and Scarborough Research Corp. Last year, they formed a single firm to conduct the 1985 and subsequent newspaper audience studies, but the two will continue as separate companies for other types of research.

As with the previous studies, subscribing newspapers and agencies will have on-line access to the data through time-sharing companies—Interactive Management Systems, Management Science Associates, Telmar and Windsor Systems.

Clients will receive a 2,500-page volume reporting demographics in the areas measured, and individual newspapers will get more details on their local markets.

In addition to demographics, the study includes national marketing data on key advertising categories: new car purchases, domestic air travel, movie attendance, supermarket expenditures, cable television, home computers, tobacco use and consumption of alcoholic beverages.

The 1985 study includes the top 50 markets (Areas of Dominant Influence, or ADIs) plus six others where newspapers paid to participate: Albany-Schenectady-Troy, N.Y.; Little Rock, Ark.; Wichita, Kan.; Des Moines; Rochester; and Columbia, S.C. *—Marcia Ruth*

Promotion test postponed for newspaper coupons on day of publication

A planned test of the impact of same-day promotion of coupons, originally set for the spring, has been postponed until the fall.

Proposed by the Newspaper Advertising Bureau, the test is designed to determine whether promotion of cents-off coupons on the same day they are included in newspapers will have a significant impact on newspaper circulation, product sales, coupon redemption and misredemption [**presstime**, March 1985, p. 46].

Same-day promotion is currently prohibited by the Audit Bureau of Circulations largely because of advertisers' fears it will increase coupon fraud.

For the test, NAB originally selected newspapers in cities with similar market size and newspaper coverage—Louisville, Raleigh, N.C., Orlando and Jacksonville, Fla. The delay is caused by difficulties the bureau has encountered in finding a supermarket willing to cooperate with the survey. ☐

NAB proposes TV

The Newspaper Advertising Bureau, in an effort to boost cable-TV advertising in newspapers, is urging newspapers to consider standardizing ad sizes in their television listings.

But many editors, noting that standardizing ad sizes would require standardizing formats, were lukewarm to the idea.

Charles M. Kinsolving Jr., NAB vice president of marketing/new technology, said advertising from the growing cable industry currently is "negligible," but he estimated that $125 million is a "reasonable" figure newspapers could expect "for purely cable advertising we don't get now," and that this figure "could be more as cable grows in market share at the expense of network channels."

Kinsolving said advertising by cable systems is inhibited by lack of standardization in the size and format of cable listings.

Daily and Sunday newspaper listings vary widely throughout the country. Some are in the form of "running logs," which list television programs in order

Advertising by professionals: Its time has come

BY CRAIG C. STANDEN

Opinions differ on whether doctors, lawyers and other professionals should advertise.

Recently Chief Justice Warren E. Burger told the convention of the American Bar Association, "My advice to the public is never, never, never, under any circumstances, engage the services of a lawyer who advertises."

But Burger's words seem to be the minority opinion today, and advertising by lawyers and other professionals is growing rapidly. It seems to be one of those ideas whose time has come.

In fact, the major professional associations—ABA, American Dental Association, American Medical Association and American Institute of Certified Public Accountants—specifically allow their members to advertise. They offer advertising guidelines that clearly define what kind of advertising is considered acceptable.

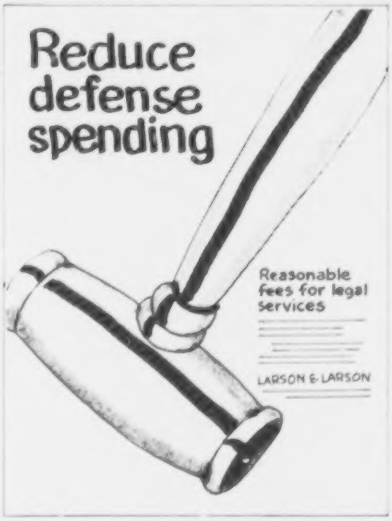
To help newspapers get the most out of this new and potentially very profitable kind of advertising, the bureau has just published four "Why, How and Where" guides for advertising by accountants, dentists, lawyers and physicians.

These 12-page guides are designed to be given to potential professional advertisers to help them prepare advertising that not only brings in business but also enhances their reputations. Of course, the materials also are designed to help them select newspapers as their advertising medium.

Each guide begins by pointing out that professional advertising can be a valuable public service by supplying needed information that helps consumers make important decisions and by encouraging people who may not realize they need a professional's services or know how to go about obtaining them. There's also a reminder that advertising strengthens the professional's position in today's increasingly competitive market.

Each booklet goes on to list the advertising guidelines set forth by the particular professional association. Each one also covers the most important factors and the rules to follow in creating effective advertising, including the information that readers want most to get from such advertising. Included in the guides are four sample ads that illustrate sound advertising practice.

The guides conclude with a section on media selection, which tells the professional how and why the daily newspaper is the most effective medium for his or her message. Some of those reasons:



NAB includes this ad in its booklet for lawyers.

- "Newspapers, as an information medium, give you the serious setting that ideally suits the professionalism you want to project and the information you need to convey to readers."
- "Newspaper readers believe the advertising they read in newspapers, more so than in any other medium."
- "Newspapers give you the time and space to tell your entire story."
- "The daily newspaper and its readers share a special relationship that can't be measured in numbers."
- "Newspapers let you reach your best prospects at a cost far less than through other media."

Copies of each of the four booklets were sent to NAB-member newspapers recently.

I hope you will look them over carefully and will want to use them as part of a sales campaign at your newspaper. Additional copies can be ordered from the bureau's Promotion Department. ☐

Standen is president of the Newspaper Advertising Bureau in New York City.

listing standards to boost ad revenues

by time of day. Others provide a variety of "grids" that highlight particular channels, viewing times and subjects. Few newspapers list all cable stations, primarily because there are so many. Some papers target listings of local channels to zoned editions where particular cable stations are strong [presstime, June 1984, p. 6].

NAB is working with the Cabletelevision Advertising Bureau to find ways to make newspapers more attractive to advertising by cable systems.

To gather more information, Kinsolving said questionnaires on cable-listing practices were mailed to 150 newspapers in July. CAB President Robert Alter said the two groups are also "collecting examples of good and bad listings to see what elements (they) have in common."

Noting that "it took five years" to develop and implement the voluntary Standard Advertising Unit system, Kinsolving said a coordinated effort on the cable-listing matter should begin now. After the initial research by CAB and NAB, other groups should work together with them, he said. These should include representatives from newspapers as well as cable companies and cable program syndicators.

TV section editors' initial reactions to the plan were not enthusiastic.

"In theory, standardization is probably a good idea," said Thomas E. Wark, associate managing editor/features of The Philadelphia Inquirer, who supervised revision of its TV section and is considering further refinements. "But to get agreement of our paper and any other metropolitan paper might be impossible at this juncture, let alone industry-wide."

"The only thing I don't like is it (standard sizing) is not flexible. Each market has its own needs," said Gayle L. Discoe, editor of The Denver Post's new TV/Cable Week. So successful was this paper's design that United Cable of Colorado abandoned its own program mailout earlier this year and adopted the Post's version, immediately boosting the Post's Sunday circulation by about 65,000. (See story, p. 45.) *—Marcia Ruth*

Newsrack rule problems persist

Newsracks—often a source of contention between newspapers and local governments—continue to be the target of regulatory activity in several U.S. cities.

Most recent actions have been in Salt Lake City, San Francisco, the Hennepin County suburbs surrounding Minneapolis, Princeton, N.J., and Cleveland.

Similar concerns over newsrack regulation have popped up in at least one Canadian city—St. John's, Newfoundland.

The legal scuffling over newsracks—a trend that dates back 20 years [presstime, May 1983, p. 46]—is kept alive in part by the growing importance of single-copy sales and the subsequent proliferation of the sidewalk racks.

In Salt Lake City, The Salt Lake Tribune and Deseret News plan to file suit to block a newsrack ordinance passed Feb. 5. The ordinance is "far too restrictive," said Wallace M. Curry, circulation director of the Newspaper Agency Corp., which performs circulation and other non-editorial functions of the newspapers' joint operating arrangement.

The ordinance in question regulates the weight, color, size and number of newsracks per location and requires owners to pay a registration fee of $5 per rack. The city recently made its first move at enforcing the ordinance by sending newsrack registration forms to publishers, Curry said.

Edward J. McDonough, a lawyer representing the agency, said in mid-July that the Salt Lake City newspapers anticipate filing suit relatively soon. It is not yet certain whether the distributing agents of other papers such as The Wall Street Journal and USA Today will join as plaintiffs.

In San Francisco, newspaper and city officials have a history of voluntarily working together, but in July the city made that cooperation mandatory.

Its Board of Supervisors approved an ordinance that establishes a committee with regulatory authority over newsracks. The committee is to be composed of representatives from newspapers and city government, as was a voluntary newsrack committee formed in 1982.

The ordinance calls on newspapers to follow guidelines that will be established by the new committee. While approving the ordinance in July, the supervisors rejected another proposal that would have been more restrictive in terms of numbers and location of racks.

In the Minneapolis area, virtually every adjacent suburb has recently considered passing newsrack ordinances, but all have refrained, according to Patricia A. Hirl, associate general counsel for the Minneapolis Star and Tribune.

"We [Star and Tribune representatives] go to the suburbs and negotiate," said Hirl, adding that many suburban officials initially proposed eliminating all newsracks. Often, the suburbs are interested in regulating color. "We tell them that regulations for aesthetics could have constitutional problems," said Hirl. So far, any rules in the suburbs have taken the form of "mutual agreements" that control safety concerns such as location.

In Princeton, N.J., city officials last spring confiscated a half-dozen newsracks that had been placed on the streets without securing written permission from the city.

One rack of the weekly The Princeton Packet, four of USA Today and one of The New York Times were seized. The papers subsequently applied for and received permission to place the racks. The Packet and USA Today redeemed theirs after paying a $5-a-day charge per rack to the city. The Times had not redeemed its rack by mid-July.

In Cleveland, the mayor in July vetoed an ordinance passed by the city council that would require all owners of newsracks to pay a $50 charge per year for each machine. Newspapers have been paying a flat $50 fee for all their racks every three years, according to Robert W. Thrasher, circulation director for The Plain Dealer. The fee is the only regulation on newsracks in Cleveland, he said.

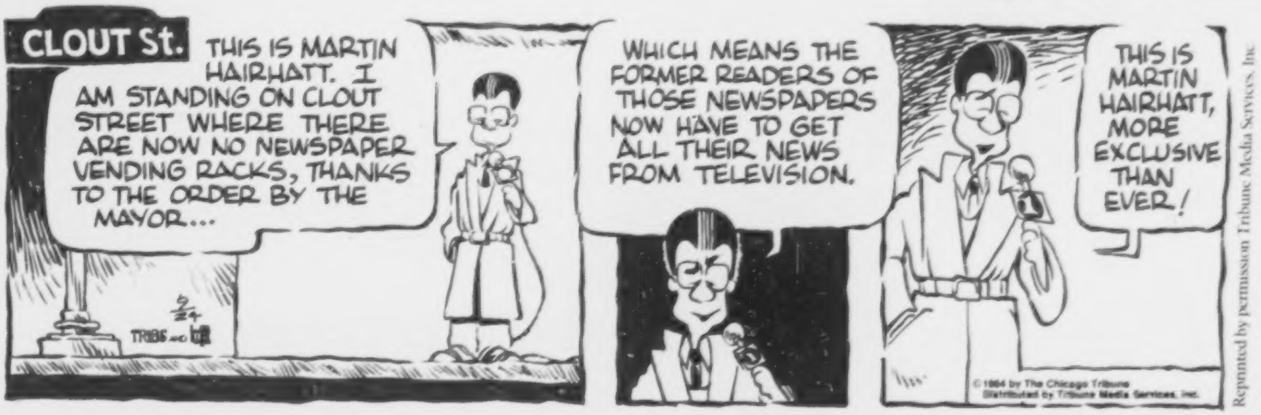
In St. John's, a lack of communication in city hall resulted in a City Council motion that forced the temporary removal of 125 boxes of The Globe and Mail of Toronto from city sidewalks.

The Globe and Mail, Canada's only national newspaper, is the only newspaper using newsracks in St. John's and had already paid the licensing fee of $10 per box, according to Miklos A. Brem, national circulation manager. The mayor's office had granted the required vendor's license, but the City Council was not consulted, which led to the mix-up. The situation was resolved within a week after the April 1 removal, and the boxes were returned to the streets. *—Miriam Arichea*

Arichea, a Duke University senior, is interning at presstime *this summer.*

Clout Street

By Tribs & Locher


CLOUT St.
THIS IS MARTIN HAIRHATT. I AM STANDING ON CLOUT STREET WHERE THERE ARE NOW NO NEWSPAPER VENDING RACKS, THANKS TO THE ORDER BY THE MAYOR...
5/24
TRIBS and LOCHER
WHICH MEANS THE FORMER READERS OF THOSE NEWSPAPERS NOW HAVE TO GET ALL THEIR NEWS FROM TELEVISION.
THIS IS MARTIN HAIRHATT, MORE EXCLUSIVE THAN EVER!
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Reprinted by permission Tribune Media Services, Inc.

Newspaper/cable-TV agreement in Denver is tentatively approved

Circulation-producing deals between cable television companies and newspapers appear to have a future, but the shape remains unclear.

David Keil, president and managing director of the Audit Bureau of Circulations, said circulation sold through an agreement with a cable company "will be allowed." However, qualifications to the policy "have not been clarified," he added.

A policy statement being drafted by ABC staff will make those qualifications clear, Keil said. "We anticipate endorsement by the board (of ABC directors) at the August meeting," he said, with the policy taking effect with the six-month reporting period starting Oct. 1.

In June, the ABC board considered an earlier staff decision to count as paid circulation about 65,000 households that automatically get the Sunday edition of The Denver Post as part of their subscription to the local cable system, United Cable Television of Colorado Inc. [presstime, July 1985, p. 64]. At the meeting, the Rocky Mountain News, the Post's Denver rival, protested the decision.

According to a letter subsequently sent to the Post and News, the board is letting the staff decision stand for now, but it indicated the ABC policy being drafted should contain two provisions:

- The subscriber "must pay a clearly identified price that qualifies" under an ABC rule as at least half the regular single-copy or subscription price.
- "The subscriber must take affirmative action in ordering a subscription."

In Denver, the News and Post differ over whether United Cable subscribers now take affirmative action in ordering the newspaper.

"The big question now is what affirmative action should be," said William W. Fletcher, the News' president. A situation in which a failure to say no "means yes" is "totally unacceptable," he said, adding that the News also objects to the present arrangement under which a cable customer pays the same bill even after dropping the Sunday Post.

Fletcher said the News also believes that ABC, by counting the extra Post circulation for this reporting period, "just cut the baby in half. It's either right or it's wrong. If it's wrong, it shouldn't count."

Not surprisingly, the Post views the matter differently.

Cable subscribers sign an agreement that specifically notes home delivery of the cable guide in the Sunday Post is an included service, said Thomas G. Clancy, Post vice president for advertising. When subscribers sign, they are taking the "kind of affirmative action that ABC wants," he said.

Distributors settle after antitrust investigation

Six newspaper and magazine wholesale distributors in Connecticut have agreed to pay the state $80,000 as part of settlement in an antitrust investigation.

Connecticut Attorney General Joseph I. Lieberman said the distributors have agreed not to "split up the state into territories in which they can act as monopolies."

They also have agreed to provide Lieberman's office "detailed information on routes and customer lists" for the next five years.

"This will enable us to monitor the system," the attorney general said, "and if we detect any potential antitrust problems, we will be free to institute appropriate legal action at any time."

The settlement concludes an investigation begun in 1982 into charges that virtually all distribution of newspapers and magazines in the state was divided by territory. Wholesalers allegedly exercised exclusive control in their markets.

Lieberman said that after the investigation began into the newspaper distribution business, "boundary lines among the 'territories' established by the wholesalers began to blur. The wholesalers cooperated with our investigation and took steps to resolve problems in line with Connecticut antitrust law."

Carrier safety book

The International Circulation Managers Association has compiled into a booklet various newspapers' flyers and handbooks on carrier safety. It is free to ICMA members. Others may contact ICMA, P.O. Box 17420, Washington Dulles International Airport, Washington, D.C. 20041; (703) 620-9555.

Equipment for sale

Kansa 320 newspaper stuffer. Four-station, approximately 10,000 per hour. Great price. Contact B. J. Tomaso or Tom Sawyer, Milford Daily News, 44 Main St., Milford, Mass. 02038; (617) 437-1111.

Custom Bilt Machinery numbering device for high-speed web. Installed on Goss Urbanite. Up to 50,000 IPH. Will number each product in any position on page. Price $8,000 F.O.B. our dock. Contact Fred McAnally, Sentinel-Record, 300 Spring St., Hot Springs, Ark. 71901; (501) 623-7711.

Itek copy-processing systems: two complete 730 systems, each with dual 50MB disk drives. Spare parts include another drive. Forty-two model 51 terminals and two Graphic Display terminals. Available mid-1985. For information and complete inventory list, contact Lee Gagle, The Toledo Blade Co., 541 Superior St., Toledo, Ohio 43660; (419) 245-6291.

Harris 2200 system. Includes two controllers, three channels each, and four work stations. Available Sept. 1985. Best offer. Contact Steve Cavrich (717) 255-8233, Fred Stickel 255-8405 or Gerry Wiest 255-8270 at The Patriot-News Co., 812 Market St., Harrisburg, Pa. 17105.

Equipment wanted

The World Press Freedom Committee seeks used or reconditioned equipment for newspapers in developing nations. There is an urgent need to improve printing facilities of several independent Caribbean newspapers. Crating and shipping costs will be met. Requests are from The Voice in Grenada—typesetting equipment; and from The New Chronicle in Dominica—typesetting equipment, a Heidelberg KORD 62 press, a headliner and a nuArc press camera. Equipment contributions qualify as tax deductions. Contact George Beebe, World Press Freedom Committee, 1 Herald Plaza, Miami, Fla. 33101; (305) 376-3860 or 751-8910.

Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.

Guild casts negative eye on practice of 'telecommuting'

The Newspaper Guild has taken a dim view of the growing phenomenon of telecommuting—working on a home computer that is linked to the system at the individual's office.

Concerned with the possible erosion of work in the union's jurisdiction, Guild locals were urged at the union's recent annual convention to monitor closely the increasing role of off-site personal computers in newspaper operations.

"Locals shall seek full information regarding employee use of personal or remote computers in the service of the employer and the use of or tie-in with the employer's computers by free-lancers, news sources, advertisers and the like," the convention said in adding new language to the union's bargaining goals.

The 226 delegates and five alternates from 62 locals in the United States, Canada and Puerto Rico took note of a report that the use of computers furnished by employers for work at home is on the rise. The officers' report to the convention asserted that no employee "can be required" to turn his or her residence into an adjunct office of the employer. "No employee may be penalized for refusing to work from the employee's residence," the report said.

The collective bargaining committee called on locals "to press for job protection" in labor agreements, "including protection against contracting out work and protection against bargaining-unit work being performed by employees excluded from the contract or bargaining-unit work in any way being eroded as a result of the use of remote computers."

The Guild's newly expressed interest in personal computers coincides with its stepped up campaign questioning the safety of video display terminals used in newspaper offices.

A report to the convention by the union's Safety and Health Committee said that "the drive for state [safety and health] standards continues to spread farther afield despite high hurdles erected by a stubborn, ever-present lobby of VDT manufacturers and management representatives."

The report also said: "Despite growing recognition of the importance of VDT safety and health measures, Guild locals continued to encounter widespread management resistance to new contract provisions."

The committee noted that only 14 of the 212 Guild contracts, 135 of which are newspaper agreements, provide for rest breaks for VDT operators, "and most of these provisions are less than adequate."

In another area, the convention called for congressional action to limit the portion of the market "any single media company can control." The resolution was adopted after Guild President Charles A. Perlik Jr. urged delegates to "undertake a serious effort to put this issue on the congressional agenda."

"Monopoly has become the name of the local newspaper game in all but a handful of cities," Perlik said. "We had damn well better not let it become a national pastime."

Perlik was re-elected to his ninth two-year term during the June 24-28 convention in Pittsburgh. He was unopposed for the term that begins Oct. 15. Secretary-Treasurer Charles Dale, also unopposed, was re-elected to his fourth term.

In another action, the convention endorsed and sent to membership referendum a proposal that would increase the union's strike benefits from $100 to $125 a week effective July 1, 1986, plus weekly increments of $5 at both the fifth and 13th benefit payments.

"Strikes may not be as frequent as they have been in the past," Perlik said in his address, "but they are likely to be longer and harder against the dehumanized newspaper. Our defense fund had better be ready, and our strike benefits beefed up, to withstand the battles of attrition that may be thrust upon us."

The membership will also be asked to approve an increase in local minimum dues from 5 percent of a week's pay per month plus $1.50 to a straight 6 percent, and an increase in the per capita tax to the international from 1.65 percent plus $1.35 to a flat 1.939 percent.

The convention increased the defense fund ceiling by $1 million, to $6 million. Members pay reduced dues whenever the defense fund reaches its upper limit, and higher, or "full regular," dues whenever the fund falls below $4.5 million. The increase in the ceiling means that members will pay higher dues for a longer period. At the time of the convention, liquid assets in the defense fund were below the trigger point of $4.5 million.

Perlik called on the delegates to let publishers know the Guild "is tough if not rough, lean if not mean, and ready to spread into more and more of the non-union citadels that treat their employees with meanness, arrogance and contempt."

He noted that Guild membership "has crept up over 33,000 again for the first time in four years, and our special organizing campaign is in full swing" [presstime,

1933
THE NEWSPAPER GUILD (AFL-CIO
Annual Convention
June 24-28, 198
HILTON

The Guild Reporter

Pittsburgh Guild President Ed Bell welcomes delegates to opening convention session as (from left) Perlik, Pittsburgh Mayor Richard S. Caliguiri, Guild International Chairperson Harry S. Culver and Guild Secretary-Treasurer Charles Dale listen.

Aug. 1984, p. 48]. A committee report noted that the average top minimum for reporters in Guild contracts climbed to $547.66 per week as of April 1, and that beginning reporters' average starting salary rose to $347.37 weekly.

While "merger fever" may be gripping the news industry, Perlik said, "unfortunately the industry's unions haven't yet caught it. After a decade of looking to merger as our prime hope of moving ahead, we have to face the hard fact that, for the foreseeable future, at least, we are going to have to be dependent on our own resources."

A cost-cutting measure that would have saved the union and its locals an estimated $200,000 a year was defeated. That was a recommendation by the officers to hold conventions every other year instead of annually.

Another measure aimed at saving money did pass. The convention authorized the international executive board and officers to proceed with a search for and acquisition of a new headquarters building in, "or reasonably near," Washington, D.C. The union currently leases space in a downtown Washington building and is faced with rising rent.

Other issues considered by the 52nd annual convention ranged from freedom of information to smoking on the job.

On freedom of information, the Guild warned that new attempts to chip away the Freedom of Information Act are under way in the U.S. Senate. It urged rejection of bills sponsored by Sens. Orrin G. Hatch (R-Utah) and Jeremiah A. Denton Jr. (R-Ala.) [presstime, June 1985, p. 55].

The subject of banning smoking on the job triggered a floor debate, with the convention finally recommending that local unions "investigate environmental problems associated with smoking and seek management action, where necessary, to combat them by such measures as rearranged seating, air ionizers and improved air circulation without resorting to outright bans on smoking."

The Guild also:

- Condemned administration proposals to tax employee benefits
- Called on President Reagan to "terminate" the White House News Service
- Supported a bill introduced by Rep. Patricia Schroeder (D-Colo.) titled the Parental and Disability Leave Act of 1985, which would, among other things, provide a minimum of 18 weeks' leave for an employee who decided to stay home to care for a newborn, newly adopted or seriously ill child, with a guaranteed reinstatement to the same job.

—Clark Newsom

Chicago Tribune publishes during walkout by three unions

A strike by three union locals representing about 1,000 production workers at the Chicago Tribune did not stop the seventh largest U.S. daily newspaper from publication and distribution.

The Tribune is being delivered by a local of the Teamsters, an international union that is seeking to merge with the International Typographical Union, one of the two striking unions at the Tribune. As the strike began, ITU members nationwide were voting on the merger. (Deadline for the return of ballots is Aug. 21.)

Members of Teamsters Local 706 of Chicago crossed the picket lines thrown up by the striking ITU and Graphic Communications International Union because their contract contains a clause prohibiting sympathy strikes. If they had observed the picket lines, the Teamsters could face stiff legal penalties.

Labor specialists speculate that the picket-line crossing by the Teamsters will have minimal impact on the merger vote. ANPA Manager/Labor Relations Charles Cole noted that the ballots were mailed to ITU members 10 days before the strike began and that a large number of ballots were cast early in the voting period.

The walkout at the Tribune, which started July 18 at 8 p.m., was continuing in late July.

It involves two locals of the ITU—Typographical Union No. 16, representing some 250 printers, and Mailers' Union No. 2, representing about 400 mailers; and a local of the GCIU—Web Printing Pressmen's Union No. 7, bargaining agent for about 350 pressmen at the paper. The typographical union's labor agreement expired Jan. 14, 1983, the mailers' agreement July 14, 1984, and the pressmen's agreement April 3, 1985.

Members of four other unions representing machinists, auto mechanics, photoengravers and paper handlers also crossed the picket lines and reported for work, according to Tribune spokeswoman Ruthellyn Roguski.

The Tribune was being printed with the help of supervisory personnel. The company began sending letters to the strikers July 19 warning that it would hire permanent replacements for those who fail to return to work. "Obviously, we need replacements," Roguski said.

The news section of the Tribune's July 19 edition was reduced from 42 to 24 pages, but the paper had returned to "virtually normal" size by July 22, Roguski said. The newsroom at the Tribune is non-union.

A meeting with the pressmen's union, scheduled before the strike, was held July 22. Meetings with the typographical union were scheduled for July 24-25, and another meeting with the pressmen was set for July 26.

At issue in the dispute with the typographical union is the company's insistence on the right to transfer printers to other production jobs as their current tasks become obsolete. Under a 1975 agreement, the Tribune guaranteed lifetime jobs for the printers in return for the right to introduce new technology. The mailers and pressmen have opposed the company's demand for the right to transfer employees because they do not want their jurisdictions invaded by members of another local.

CHICAGO MAILERS UNION
ON STRIKE
Chicago Tribune
UNFAIR

Chicago Sun-Times/Barry Jarvinen

Tribune delivery truck crosses picket line.

The strike began 10 days after union leaders had "stopped the clock" on a July 8 strike deadline. It marks the first newspaper walkout in Chicago since 1947, when the ITU began a strike that lasted 22 months.

The Chicago Sun-Times was not affected by the strike.

The strike at the 775,664-circulation, all-day Tribune is the first extended walkout in 1985 at a North American daily newspaper. Earlier this year, there were brief strikes at The Philadelphia Inquirer and the Atlantic City (N.J.) Press [presstime, May 1985, p. 74]. ☐

U.S. Supreme Court rules in two labor-related cases. See stories, pp. 34, 35.

Newspaper must grant leave for union organizing activity

An arbitrator has found that a leave-of-absence provision in a newspaper labor agreement requires the company to grant unpaid leaves to union officials for organizing and negotiating activities at other papers within the union's territorial jurisdiction.

Arbitrator Thomas J. Maroney found the Albany (N.Y.) Times Union and Knickerbocker News had violated the agreement with Local 34 of The Newspaper Guild when they denied Thomas D. LaPoint's requests for leave on Sept. 15 and 23, 1984. The requests were denied because of "an unacceptable staffing situation."

LaPoint, a photographer, is the local union's president. He was participating in negotiations for an initial labor agreement with The Post-Star of Glens Falls, N.Y., at the time.

The Albany agreement states that in the event an employee is elected or appointed to any Guild office, such employee "shall be given" a leave upon request. Employees on "Guild leave" are paid by the union for "lost time."

The company contended that the leave provision was not intended to cover isolated one-day absences to engage in union activity at another newspaper. The purpose of the provision was to provide time off for individuals holding Guild office to attend union conventions or to engage in other "national union activities," the company argued.

According to the union, the only limitations on the Guild leave provision, as stated in the labor agreement, were that no more than three employees could be on leave at the same time and that an employee on leave could not engage in other gainful employment. It noted that leaves had been taken in the past for organizing activities at the Glens Falls newspaper.

Arbitrator Maroney agreed with the union that "an unacceptable staffing situation" could not justify a violation of the agreement. "Those staffing concerns, legitimate and substantial as they may be, cannot override the mandatory language of the Guild leave provision, which states that such leave 'shall be given' when requested for activities within its scope, such as the bargaining preparation the grievant proposed to do on Sept. 15 and 23, 1984," he said. □

Additional arbitration awards

Boston Globe, GCIU: Milton J. Nadworny upheld the company's position in a dispute over sick leave.

New York Daily News, Guild: Daniel G. Collins found that the duties of a stock clerk did not require that he be reclassified as head stock clerk.

Pekin (Ill.) Daily Times, ITU: Martin Wagner ruled that the layoff of a composing room employee did not result from "electronic/computers," which would have entitled him to $18,000 severance pay.

Philadelphia Inquirer and Daily News, Guild: Lewis M. Gill sustained the discharge of an outside advertising salesman for unsatisfactory job performance.

Philadelphia Inquirer and Daily News, Teamsters: Eli Rock converted to an 11-month disciplinary suspension the discharge of a truck driver for failing to report an accident.

Philadelphia Inquirer and Daily News, Teamsters: Thomas J. Ryan sustained the discharge of a truck driver for violating the company's check-cashing policy.

San Jose (Calif.) Mercury News, GCIU: Patrick J. Boner converted to a six-month disciplinary suspension the discharge of a pressroom utility worker for being insubordinate to foremen.

Sioux City (Iowa) Journal, ITU: Anthony V. Sinicropi ruled that the company properly assigned the work of producing computer-generated mailing lists to circulation department employees rather than mailers.

Vancouver (British Columbia) Province and Sun, Guild: Donald R. Munroe found that the company properly denied the grievant's claim for supplemental maternity benefits.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center, Reston, Va.)

Wall Street Journal upheld in discharge of 12-year reporter

The Wall Street Journal had adequate reasons to discharge a long-term reporter for incompetency, Arbitrator Jesse Simons ruled after 24 days of hearings.

The 83-page decision affirmed management's right to set journalistic standards and to change those standards when deemed necessary. Simons also refused to find any implied "tenure" rights of employees absent specific tenure language in the labor agreement.

The grievant had worked for the Journal since 1971 and was last employed in the Boston bureau. She was fired in July 1983.

The Independent Association of Publishers' Employees' Inc., bargaining representative of the Journal's newsroom employees, contended that the reporter's problems stemmed from the arrival of a new bureau chief in late 1981. Simons, however, found the bureau chief had been "fair" to the grievant.

Simons noted that the Journal had changed its format and increased its number of pages since 1980, with greater efforts being required of reporters in terms of both quality and quantity. He rejected the union's contention that the reporter should have been allowed to continue working in a manner that at one time had been regarded as satisfactory.

The union also argued that the reporter, through her long service, had gained a kind of tenure, comparable to academic tenure at a university, and could be fired only for such reasons as fabrication or fraud, improper use of confidential information or deliberate misquotation.

Simons noted that there was nothing in the labor agreement providing tenure to reporters. A tenure provision may not be implied, he said, but "must be set forth on the face of the document."

The labor agreement did say that "incompetence" was "just and sufficient cause" for discharge. The arbitrator said incompetence "cannot be read to mean anything but a failure to adhere to the standards of quality and quantity reasonably established and applied by the employer." The term does not have a different meaning for long-service employees than it has for employees with comparatively less service, he said.

"In summary," Simons said, "I find that The Wall Street Journal had the right to, and did establish standards for its reporting staff and that these standards were made known to grievant." □

Merged unions' role upheld

The Cincinnati Enquirer violated the Taft-Hartley Act when it refused to recognize a merged union as representative of a bargaining unit of paper handlers, press wipers and janitors, an NLRB administrative law judge recently found. The company did not appeal the ruling.

In 1984, two Cincinnati locals of the Graphic Communications International Union merged. Previously, one represented pressmen and the other was the bargaining agent for the paper handlers, press wipers and janitors.

The company had based its withdrawal of recognition on grounds that a majority of the employees other than pressmen allegedly had signed a petition indicating they no longer wished to be represented by the union.

Judge Arline Pacht found, however, that the petition was "a meaningless and ambiguous document." She said it did not constitute objective proof sufficient to rebut a presumption that the union, with an extensive history in the plant, had lost the support of the majority of the employees in the bargaining unit.

Pacht ordered the company to bargain with the union.

(The Cincinnati Enquirer Inc. and Cincinnati Newspaper Union No. 20M and Paper Handlers Local No. 19, JD-171-85) ☐

Mercury News bureau reporters covered by union

Reporters in the Los Angeles and Seattle news bureaus of the San Jose (Calif.) Mercury News are now covered by the labor agreement between the company and Local 198 of The Newspaper Guild.

The so-called "accretion" to the Guild-represented bargaining unit resulted from a decision by James S. Scott, the NLRB's regional director in Oakland. In a "unit clarification" petition, the company had sought to have the reporters in the bureaus—currently, there is one assigned to each—excluded from the unit.

The two news bureaus were established in 1984, after the parties had concluded negotiations on their current labor agreement.

Scott found there was a "well-established bargaining history" that supported the inclusion in the unit of reporters working in the newspaper's outlying bureaus. The geographic distance between the newspaper's headquarters and the two bureaus was not sufficient reason to bar their inclusion in the unit, Scott held.

(San Jose Mercury News Inc. and San Jose Newspaper Guild, Case 32-UC-143) ☐

NLRB upholds decision to set aside election at Houston Chronicle

The National Labor Relations Board has upheld a regional director's recommendation to set aside a representation election won by a union at the Houston Chronicle.

In the Nov. 15, 1984, election, composing room employees voted 75-71 in favor of continued representation by Houston Typographical Union No. 87. The decertification election came on a petition submitted by a Chronicle employee, Martin H. Huber. Both Huber and the company subsequently filed objections to the election.

Louis V. Baldovin Jr., the regional director in Houston, found that Huber had not received a list of the names and addresses of eligible voters from the regional office, as required by the NLRB's election rules. Baldovin held that Huber had been "substantially prejudiced" by this lack of information and recommended to the board that the election be set aside and a new one conducted.

The union appealed the decision to the board, which upheld the regional director July 11.

(Houston Chronicle Publishing Co. and Martin Huber and Houston Typographical Union No. 87, International Typographical Union, Case 23-RD-556) ☐

Union local withdraws before election

Biloxi-Gulfport Typographical Union No. 821 recently withdrew from an election at The Mississippi Press in Pascagoula where it had represented 22 production employees since 1963.

The NLRB had scheduled an election for June 6, acting on a decertification petition filed by an employee.

The union "disclaimed interest" three days before the scheduled election.

(Mississippi Press Register Inc., NLRB Case No. 15-RD-579) ☐

NLRB resignation

The five-member NLRB, which recently returned to full strength for the first time since 1983 [presstime, July 1985, p. 62], has an opening coming up. Robert P. Hunter announced in July his intention to leave the board when his term ends Aug. 27. Hunter said he will join a law firm in Washington, D.C. ☐

NLRB elections

Anchorage Times, GCIU, Laborers: A unit of all employees, excluding carriers, composing room and pressroom employees, voted 118-74 against representation by Local 327 of the Graphic Communications International Union and Local 341 of the Alaska State District Council of Laborers, joint petitioners.
(NLRB Case No. 19-RC-11172)

Billings (Mont.) Gazette, Teamsters: Mailroom employees voted 34-12 against representation by Local 190 of the Teamsters.
(NLRB Case No. 19-RC-11209)

Syracuse Herald-Journal and Post-Standard, GCIU: Photoengravers voted 9-0 against further representation by Local 284-M of the GCIU.
(NLRB Case No. 3-RD-864)

Recent contract settlements

Cleveland Plain Dealer, Guild: Thirty-seven-month agreement covering telephone operators, editorial and library employees; retroactive to Oct. 1, 1984.

Denver Post, GCIU: Two-year agreement covering photoengravers; retroactive to Oct. 2, 1984.

Montreal Gazette, Guild: Three-year agreement covering editorial and circulation employees; retroactive to July 1, 1984.

Pittsburgh Post-Gazette, Guild: Three-year agreement covering editorial and administrative department employees; retroactive to Jan. 1, 1985.

(Details in August 1985 ANPA Labor & Personnel Relations Letter.)

Personnel executives should be 'master strategists'

Sara M. Brown

Personnel administrators should be operating at the strategy level of newspapers as key partners helping their companies cope with the changing demands of the business, two university professors told the recent annual conference of the Newspaper Personnel Relations Association.

"Generally, personnel departments have sat back and reacted to the introduction of new technology," observed George de Lodzia of the University of Rhode Island. In fact, he said, personnel specialists should become "master strategists" in order to integrate themselves fully into the organizational circles where decisions are made.

Fred K. Foulkes of Boston University said the new role of the personnel administrator is as a strategic partner and not as an internal consultant. He urged the group to become knowledgeable about all aspects of the newspaper business, including technology. If personnel managers develop analytical capability, he said, line management will come to them for solutions to problems.

While the impact of technology on the newspaper industry was the theme of the three-day meeting in Boston, other current issues absorbing human resources practitioners were not neglected, with sessions ranging from health-care cost containment to new developments in retirement plans.

Another professor, Anthony G. Oettinger of Harvard University, pointed to a trend—the evolution of electro-optics—that he said will cause changes for personnel managers as they attempt to fill the jobs created by newspapers' expansion into new fields.

Acquisitions by newspapers of other information industries will require employees with non-traditional newspaper skills, which will expand the hiring and retraining responsibilities of personnel departments, Oettinger said.

Sara M. Brown, training and development manager for the Los Angeles Times, was elected 1985-86 president at the convention. Other new officers elected were: Alvin Miller, vice president/business of The Record in Hackensack, N.J., vice president and president-elect; and A.N. (Nelder) Dawson Jr., director of personnel and employee relations for the Alexandria (La.) Daily Town Talk, secretary-treasurer.

NPRA Executive Director Patricia P. Renfroe said the June 23-26 conference—the association's 37th—had a record 180 registered participants. ☐

Pagination seen chiefly as boosting efficiency

Most newspaper executives responding to a questionnaire on pagination consider the principal benefit of electronic makeup of newspaper pages to be increased efficiency rather than an improved editorial product. And while most believe pagination is inevitable, they don't see it happening at their newspaper in the next five years.

Information from the survey, conducted by the ANPA Human Resources Department [presstime, March 1985, p. 31], will be used as the basis for a report on the introduction of pagination and other new technology to be published later this year.

Survey respondents said the most important things to consider in preparing for pagination are, in descending order:

- Technology
- Finance
- Personnel
- Editorial product
- Union negotiations.

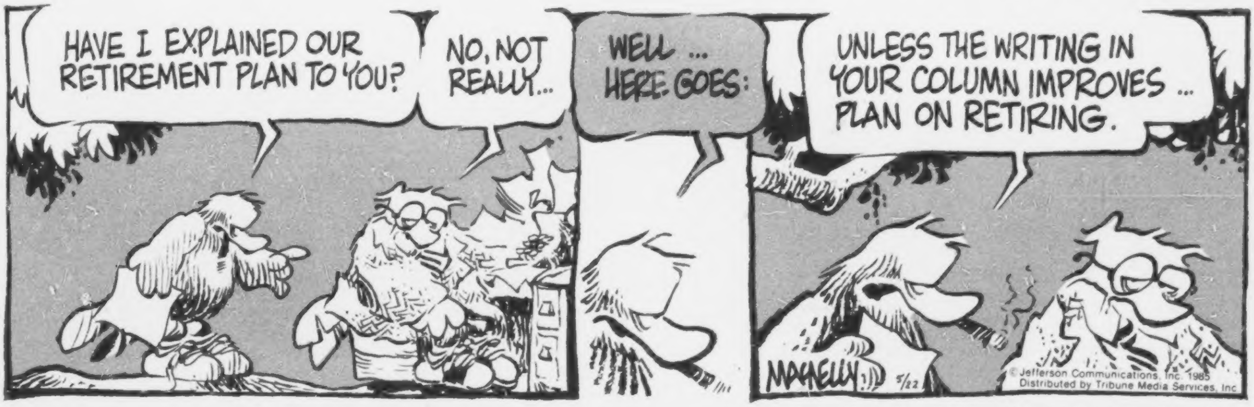
Seventy-one percent of the respondents think that employees who are left with no duties because of technological advances should be retrained for other jobs at their newspapers [presstime, March 1983, p. 4].

According to the survey, newspapers with circulations of more than 100,000 are most likely to retrain employees, presumably because they have more options open to them.

Those larger newspapers also are the ones considering pagination most seriously, while newspapers with circulations of less than 25,000 would prefer to learn more about the concept before they commit themselves.

One third of the 1,385 ANPA-member newspapers responded to the survey. ☐

'Shoe' **By Jeff MacNelly**


HAVE I EXPLAINED OUR RETIREMENT PLAN TO YOU?
NO, NOT REALLY...
WELL ... HERE GOES:
UNLESS THE WRITING IN YOUR COLUMN IMPROVES ... PLAN ON RETIRING.
MACNELLY 5/22
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EXTRA
THE DAILY TRIBUNE
PRESIDENT RETURNS
FROM SUMMIT

By the year 2000, 2 out of 3 Americans could be illiterate.

Read that again, just to be sure you read it correctly.

Because, believe it or not, it's true.

Even today, about one American adult in three can't read adequately. And, each year that goes by, reading skills continue to decline while the standards for literacy keep rising. By the year 2000, Americans will need greater reading skills than ever before, but fewer Americans will have them. If these trends continue unchecked for two decades, *U.S. News & World Report* envisions an America with a literacy rate of only 30%. Which means that the average person with three grandchildren could find that two of them are considered illiterate.

Before that America comes to be, you can stop it by joining the fight against illiteracy today. It takes no special qualifications. If you can read, you can tutor or help us in countless other ways. You'll be trained to work in programs right in your own community, sharing the satisfaction of seeing people learning and growing. And you'll know that you're not just helping them but their children and grandchildren, too. Because you're stopping illiteracy before it reaches them.

So join the effort. Call the Coalition for Literacy toll-free **800-228-8813.** You'll be fighting illiteracy for generations to come.

**Volunteer Against Illiteracy.
The only degree you need
is a degree of caring.**

Ad Council Coalition for Literacy

Washington Post flexo test starts yielding results

Although the flexography project at The Washington Post is still in its infancy—the eight-unit press line with three half decks has been running since April—the experiment is yielding solid dividends for newspapers and allaying concerns about the water-based printing process.

The Post launched the project with the Chicago-based Graphic Systems Division (Goss) of Rockwell International Corp. and Paper Converting Machine Co. of Green Bay, Wis., to determine the viability of the flexographic printing process in the production setting of a large, metropolitan newspaper.

Because the Post also employs traditional letterpress and offset presses, the project is drawing much interest for the comparative results it will yield eventually.

Thus far the Post is "still in the process of mechanically and electronically debugging the press," according to Robert Bowes, production and flexo project director.

The paper is using the flexo press line at its downtown plant to print 50,000 to 60,000 advance sections per hour on Thursdays, Fridays and Saturdays, he said. The flexo copies are distributed within the District of Columbia.

The Post expects delivery shortly of advanced platemaking equipment that will allow the flexo press to print complete editions daily, beginning in September. At that time, Bowes said, the Post will begin printing some complete editions by flexography Monday through Friday nights and comparing results of its three printing processes. The comparative tests are scheduled to run from October through March.

The flexo project's focus remains the interaction of the water-based inks, the photopolymer plates, the cushion packing under the plates and the newsprint, Bowes said. Problems with second-impression-cylinder buildup of ink and with "plugging" of halftones have been reduced substantially, he said.

Much of the first three months has been spent establishing "benchmarks," or control standards, for the press line, Bowes said. For instance, the Post uses water-based ink produced by Flint Ink Co., photopolymer plates made by Letterflex (W.R. Grace & Co.) and newsprint manufactured by Quebec North Shore Paper Co. Ltd. as its standards for judging other vendors' products.

There were early concerns surrounding heat retention in the water-based inks, which might have altered viscosity or density. But Bowes said the Post found that heat buildup in the anilox ink train was expended as it spread through each unit's inking system, with no loss of viscosity or density.

Early runs showed increasing plugging in halftone areas as the press run progressed. Particles of ink accumulated in the non-relief areas of the plate until those areas began to print, creating a "mottled" effect in printed pictures.

"Once the particles started building up," Bowes said, "newsprint fibers started to pile up on the plate," which exacerbated the plugging problem.

Part of the solution came from requiring Flint Ink to filter the ink through 25 micron screens before shipping it. The Post also uses disposable filters on each unit's inking system.

Accidently, the Post discovered that the lint buildup on the plates was reduced further by using newsprint produced by Quebec North Shore. That mill uses a variation of the chemical-thermal-mechanical pulping process that more tightly binds the wood fibers together, resulting in less lint piling on the plates, according to Bowes. The Post discovered that plates printing on half and quarter rolls of the Quebec North Shore newsprint did not have the plugging problems of plates printing on newsprint made by the newspaper's other suppliers.

"The filling and plugging are becoming less and less of a problem as we go along," Bowes said, adding that it is negligible up to 100,000 impressions.

"The filling and plugging are becoming less and less of a problem as we go along."

The problem of ink buildup on the second impression cylinders has been eliminated by lengthening the web lead between the cylinders of each press unit. In the press's configuration, there is a 12-foot "festooned" lead between plate contact on one side of the web to plate contact on the other side. The 12-foot lead "gives the ink enough time to dry before the second impression is printed," Bowes said.

There have been some unexpected dividends from the project. For instance, the Post is developing a "color verification system," which is used on the flexo press, that could be of value to newspapers printing with any press.

Currently, the Post uses a magnetic plate lockup system on its flexo press that precludes pressmen from moving any of the plates. Because the plates can't be moved to compensate for image misalignment, the location of the image area must be placed correctly during prepress operations. Toward that end, the pressmen are using an optical registration verification device, made by the K&F Beach Manufacturing Co., employing video cameras to validate the location of the images.

The device can determine whether the image location is correct; and if found to be incorrect, it can determine where an error was made in the platemaking process, Bowes said.

Using the results of the flexo verification system and closer tolerance equipment, the Post in late July launched an experiment with a similar optical system that may benefit its offset printing operations in Springfield, Va. If successful, the offset version of the verification system would eliminate the start-up, or make-ready, waste most newspapers now take for granted, Bowes said.

The early results from the Post and other test sites indicate to Bowes that flexography is already a proven printing technology for newspapers with circulations of 75,000 or less and that there will be other "spinoffs" for the newspaper business from the ongoing research. But of one thing he is sure: "Keyless inking is here to stay—whether it's flexo, offset or letterpress." —*Paul Kruglinski*

Positive registration system improves color printing

With the trend toward printing more process color, achieving and maintaining registration are continuous battles at many newspapers. The St. Petersburg Times and Evening Independent have devised their own method of dealing with the problems.

Much of the trouble is occuring on the press. Even with the most meticulous care, plates can be mounted incorrectly or slip out of position during the press run, resulting in poor registration.

Out-of-register colors give a paper a less-than-professional appearance and elicit angry calls from unhappy advertisers and disenchanted readers. It takes a great deal of time and labor to correct misregistration on the press, and newsprint is wasted—about 500 copies is common—during the correction process.

To improve color reproduction, the St. Petersburg papers have instituted "positive color registration," a mechanical system of redesigned plate punches and modified plate pins that keep images aligned on the press, according to Thomas P. Steck, press foreman.

The dailies found that 80 percent of their registration problems were occurring on the press, Steck said.

For example, he said, a common problem is a plate becoming tilted slightly during the mounting process. In remounting, he determined that the tail end (bottom edge) of the plate either was misaligned when originally mounted or moved during the press run.

The usual register system used on Goss Metro presses, he said, "works on the principle that when the lead (top) edge of the plate is installed, the register pin and the clips hold the plate straight on the cylinder." However, "this is not the case," he said. "We have found that once the lead edge is installed and the cylinder is turned over to the tail, the plate can follow a path around the cylinder out of register to the left or right."

To correct the problem, the machinists redesigned the Tasope plate punch to create a second pin hole in the tail end. Both the lead and tail holes are square in relation to the image on the plate. The pins that hold the plates onto the press cylinders were modified so that the tail end of the plate could be locked onto the same pin that holds the lead edge of the next plate.

With both ends anchored, Steck said, the plate is less likely to shift during mounting. Because the holes in the plate are punched square to the image area, the color separations are all square on the press cylinders.

Since the papers began experimenting with the system about a year and a half ago, the press crews and machinists have replaced all the standard register pins on the presses with the new, modified ones. The papers used a St. Petersburg machine shop, Bogue & Lown, to make the new pins. Also, the papers are modifying the pins on new Goss Metro units they received recently.

Cost for re-engineering the plate punch and making the new register pins was about $18,000, according to E.G. Mills, press production manager. Although the two dailies have not determined the precise return on investment, Mills said the system has virtually eliminated the need to stop the presses repeatedly to correct misregistration. "With the reduced newsprint waste and downtime," he said, "a newspaper can recover its initial investment in a very short time."

Press foreman Steck and ANPA engineers said buildup of ink and paper dust on the lead edge of the plate clip slot is the main cause of poor circumferential register on Metro presses. Frequently, newspapers can solve registration problems just by having the pressmen scrape the edge with a scale before installing the plate.

Editor's note: The preceding was submitted in response to ANPA Technical Committee requests for innovative technical ideas. Send submission to Alan Tepper, Technical Services Department, at The Newspaper Center in Reston. ☐

Custom plate pin (center) anchors lead and tail edges of plates.

Vendors report OMC&E spurred brisk activity

Although people ascribe different criteria for judging the success of any trade show, business activity seems to be the barometer exhibitors use most. And from that standpoint, the June ANPA Operations Management Conference & Exposition in New Orleans appears to have been one of the more successful ones.

In an informal **presstime** sampling of some of the show's 242 vendors, officials reported brisk post-Exposition sales resulting from contacts made there:

- Software Consulting Services has had $500,000 in sales and expects those figures will double.
- Publisher Control System Inc. has sold two business-software systems.
- Media Data Systems Inc. got "75 solid leads" for its newsprint management system featuring the recently established electronic EMBARC standards for newsprint control.
- Chemco Photoproducts Co. has had sales of $500,000, mostly for direct-screen color systems and ECRM scanners.
- Royal Zenith Corp. has chalked up four sales and "12 strong possibilities."
- Hastech Inc. has received $1.3 million in orders for its composition computer systems.
- System Integrators Inc. has received six letters of intent from newspapers to purchase its front-end systems.
- Concept Publishing Co. has had two orders for its Apple personal computer-based system and "seven or eight firm proposals." ☐

ANPA-INK receives trademark, patent

ANPA has received a registered trademark for ANPA-INK®, a non-petroleum-based newspaper ink.

It also got a patent on ANPA-INK black offset ink. Previously, the Association had received patents on the black letterpress version of the ink.

In related developments, Syracuse (N.Y.) Newspapers Inc. has begun testing the first batch of commercially made ANPA-INK black letterpress ink, produced by the General Printing Ink Division of Sun Chemical Corp; and the Houston Chronicle has started testing the first batches of ANPA-INK black offset ink, made by Flint Ink Co. ☐

Wrapping newspaper sections in plastic solves some packaging problems

Wrapping newspapers in plastic, primarily to keep out the elements, is not new in the newspaper business. Carriers have been doing it for years.

But several newspapers are using machines for the task, not only to keep the newspaper dry and unsoiled, but also to avoid having to stuff the various elements of a big edition inside the newspaper's first section, or "jacket."

Some large circulation newspapers such as The New York Times and their agents have been using preformed plastic bags for several years. After the various sections comprising one edition are assembled, the machine slides the newspaper into the bag and seals it.

(Some other papers, including the Los Angeles Times, use plastic ribbons in much the same way to tie up the sections of an individual copy.)

But the latest wrinkle in automatic bagging of newspapers involves shrink-wrapping—applying an elastic, clear plastic around the newspaper.

Shrink-wrapping is used commonly in bottling and other industries, and some newspapers are shrink wrapping whole newspaper bundles. Now it's also being used experimentally to enclose the various elements of about 12,000 street-sales copies of the Sunday St. Petersburg Times in a clear, polyethylene plastic.

The test began last January, and results to date have been mixed, according to Debra A. Romaine, mailroom manager.

The paper undertook the experiment to solve mailroom distribution problems that occurred when certain Sunday editions exceeded the capacity of the paper's inserting machines. Rather than have the inserts hand-stuffed into the entire press run, the Sunday Times (circulation 370,283) decided to try shrink-wrapping for the 12,000 copies.

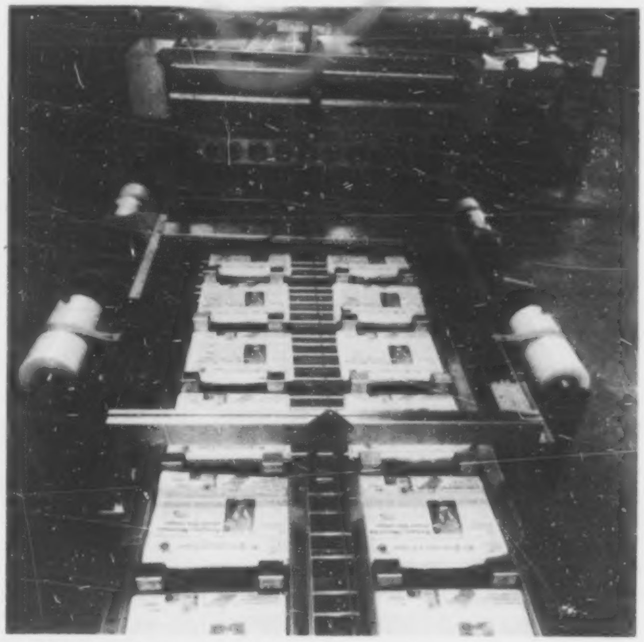
To minimize labor requirements, a dual-conveyor wrapping device made by Polypack Inc. of Largo, Fla., was installed at the newspaper.

Under the system, Romaine said, two conveyor lines feed the papers into the wrapping machine, which wraps two copies simultaneously. Workers on the two lines place sections onto the conveyors, and the copies are wrapped with three sections stacked instead of being inserted.

> *"The good news is the machine wraps newspapers very well and does so consistently."*

Each side of the conveyor processes 2,500 papers per hour, Romaine said. The cost of wrapping each copy is 1.23 cents, which includes the plastic, electricity and compressed air but excludes the initial $83,000 investment for the equipment and ongoing labor costs.

"The good news is the machine wraps newspapers very well and does so consistently," she said. "It has reduced waste and spoilage" and also cut down the time required to recover unsold newpapers. "The newspaper vendors and convenience stores love it," she added. "The papers stay together in the vending machines and as they are collected."



St. Petersburg Times moves through Polypack unit.

Romaine reported the newspaper has received no complaints from readers about the use of the plastic covers or about the unstuffed sections—two concerns of newspaper executives [presstime, March 1985, p. 54].

On the down side, Romaine said that while the machine "replaced some of the hand stuffing," operating the conveyors that feed the wrapping machine has been labor-intensive. Currently, it takes the equivalent of about 1.5 workers to handle each section of papers on each side of the conveyor. The alternative, she said, is to slow down the wrapping machine so that a smaller number of workers can keep up with its speed.

Also, questions remain concerning the mechanical reliability of the equipment.

Polypack and Stepper Associates Inc. of Olathe, Kan., are both developing hopper-loaded collating machines to work in tandem with wrapping machines. In theory, the collators should be more efficient because workers will have to concern themselves only with keeping the hoppers loaded. The Times plans to incorporate one of the hoppers into its system and thus to reduce the labor requirement to one person loading one hopper for each section—six people altogether.

Romaine said the newspapers are currently weighing their options and may decide to abandon the shrink-wrap machine in favor of using preformed plastic bags, such as those used by the Sunday New York Times.

A number of newspapers are watching developments in this field. Several months ago, ANPA surveyed 17 newspapers on the acceptability of collating sections of their newspapers, then having the package wrapped in plastic. All nine papers that responded said they would accept the practice if it was efficient and cost-effective, and if the main section was visible at the top of the stack of wrapped components. ☐

Daylight films brighten darkroom functions

The days of the light-tight darkroom may be numbered.

In the last year, vendors have introduced advanced "daylight" films that can be handled in normally lit rooms outside the darkroom. Generally, the newer daylight films offer higher quality reproduction and are compatible with newer developing processes.

Daylight films, also called "bright light" films, got their name because of their sensitivity to ultraviolet light only. White fluorescent lights, used for normal lighting purposes, give off little ultraviolet radiation when UV-blocking acrylic sleeves are placed over them. Hence, daylight films can be handled in lit rooms and exposed using ultraviolet contact frames.

Currently, product lines of daylight film include contact and duplicating films, which came into use after 1975, and contact and duplicating papers, which were introduced more recently. The films and papers are used to duplicate negatives and to create positives and reverses primarily in stripping and paste-up applications.

While daylight films are not as critical to a newspaper's production as other lithographic films, they have improved operations at those newspapers using them. Newspapers involved in commercial work find them almost indispensable; other papers use them frequently for a convenient quick fix for an immediate problem.

"They're attractive to use when you're pressed for time and space," said John C. Harrington, ANPA photographer/color specialist. "The quality isn't as good as darkroom films, but it's good enough for most newspapers' applications."

Daylight films have allowed newspapers to use their darkrooms more effectively for critical camerawork, according to several users, while at the same time helping them to improve contacting and duplicating functions. Because the films are used in normal light, personnel make fewer errors.

The staff "can see what they're doing better," noted Ben Vanden Bos, product group manager for Du Pont Co. "Communications are better because the barriers [between employees] are removed."

Daylight films also have become central materials in the production of newspapers printing high-quality process color, and they can be developed through the newer rapid-access processors.

"They get everybody out of the darkroom," said Scott C. Comish, quality assurance assistant at USA Today. "Almost all of USA Today's prepress operations employ daylight films."

Since their introduction, daylight films have become increasingly more versatile in their capabilities and application. Virtually all of the vendors marketing daylight films indicated that research is being pursued toward developing additional films, such as those used in making halftones, that can be handled outside the darkroom.

Daylight films are used mostly in contacting applications.

TECHNOLOGY NOTES

- General Motors Corp. of Detroit and Etak Inc. of Sunnyvale, Calif., announced they will develop **factory-installed navigation systems** for vehicles.

In their advanced forms, the systems could have "tremendous application for newspaper delivery trucks," according to George Cashau, ANPA director/technical research.

The systems can be programmed to determine the most efficient routes for reaching destination points.

Etak said it is studying ways to allow the navigation system to communicate with computer systems, which could then reroute a truck around obstructions.

- Unidot Inc. of Golden, Colo., which develops advanced software products, is marketing a **laser imagesetter** to vendors in North America on an original-equipment-manufacturer basis.

The device, called the Laserset and made by Computer Gesellschaft Konstanz MBH of Konstanz, West Germany, is now in use at about 100 installations overseas.

It offers 720-dots-per-inch, 66-pica-wide output and is capable of handling both text and graphics.

According to Unidot, the unit, which is compatible with many front ends, sells for about $25,000.

- Harris Corp. of Melbourne, Fla., and Linotype GmbH of Eschborn, West Germany, have entered into a **marketing agreement**. Linotype will sell European customers the Harris 8300 Page Layout System as an option with Linotype's Systems 2, 4 and 6 front ends and its typesetters.

- United States Printing Ink of East Rutherford, N.J., a major supplier of inks to newspapers, has **acquired Leber Ink Co.** of Portland, Ore.

Leber, with four plants on the West Coast, makes offset inks for newspapers and flexographic inks for the packaging industry.

TECHNOLOGY CALENDAR

- **Type-X '85** will be Aug. 17-19 at the Washington Hilton, Washington, D.C.

- The **Atex Newspaper Users Group** will meet Aug. 25-28 at the Capital Hilton Hotel, Washington, D.C.

- **IMPACT '85: Focus on Productivity**, the 46th newspaper operations conference sponsored by the New England Newspaper Operations Association, will be Sept. 26-29 at the Copley Marriott Hotel, Boston.

- **Lasers in Graphics**, the annual electronic prepress conference, technologies, will be Sept. 29-Oct. 3 at the Opryland Hotel, Nashville.

- **Gutenberg International**, a graphic arts show, will be Oct. 17-19 at the convention center in Washington, D.C.

- The Poynter Institute for Media Studies will have a **conference on color in newspapers** Oct. 22-25 in St. Petersburg.

- **Digital Equipment Computer Users Society** will meet Dec. 9-13 at Disneyland Hotel, Anaheim, Calif.

'84 consumption rose 8 percent at U.S. dailies

U.S. daily newspapers consumed a record 8,531,857 metric tons of newsprint in 1984, an increase of 8 percent from the 7,897,601 tons used in 1983, according to ANPA's annual survey of newsprint consumption.

The state-by-state report shows that Alaska had the largest percentage increase between 1983 (20,585 tons) and 1984 (25,888 tons), 25.8 percent. Next highest were Arizona (15.3 percent), Georgia (14), California (13.6) and Illinois (12.7).

California had the biggest increase in actual tonnage consumed—140,525 tons—and remained the nation's top consumer, using 1,176,386 tons [**presstime**, Aug. 1984, p. 58].

Net increases were recorded in 46 states. (Consumption for Delaware and the District of Columbia were combined for this study.) Hawaii had the largest percentage decrease, 8.1, or 2,286 tons. Oklahoma had the biggest decrease in actual tonnage consumed—3,688 tons (79,778 vs. 83,466).

In ANPA's annual regional report on consumption, the West showed the largest percentage increase between 1983 (1,736,163 tons) and 1984 (1,938,165), 11.6 percent, followed by the South at 8.5 percent, the North Central states at 6.1 percent and the Northeast at 5.9 percent.

The survey covered 1,728 daily newspapers as well as some foreign-language, college and special-service dailies such as trade newspapers. These dailies accounted for 74.5 percent of 1984's estimated newsprint consumption by all U.S. users of 11,441,000 metric tons, also a record. The percentage increase for the all-users category paralleled that for U.S. dailies, 8 percent. All users include weekly newspapers, commercial printers, free-distribution publications, comic sections and the government.

The 8-percent figure for the increase in consumption by U.S. dailies supersedes a preliminary estimate that had indicated an increase of 5.2 percent [**presstime**, Feb. 1985, p. 46]. The preliminary estimate was based on stratified data from newspapers in ANPA's statistical sample. The new consumption report was based on a poll of every U.S. daily newspaper. ☐

State-by-state newsprint consumption by U.S. daily newspapers*

	1984	1983	% change
Alabama	69,487	65,388	6.3
Alaska	25,888	20,585	25.8
Arizona	140,471	121,829	15.3
Arkansas	44,923	40,481	11.0
California	1,176,386	1,035,861	13.6
Colorado	196,350	180,548	8.8
Connecticut	104,084	97,160	7.1
Delaware and District of Columbia	245,075	225,408	11.9
Florida	540,743	485,212	11.4
Georgia	170,635	149,651	14.0
Hawaii	25,857	28,143	-8.1
Idaho	15,731	14,662	7.3
Illinois	447,263	396,980	12.7
Indiana	134,248	131,329	2.2
Iowa	74,758	68,516	9.1
Kansas	42,083	38,328	9.8
Kentucky	70,704	67,399	4.9
Louisiana	122,337	117,676	4.0
Maine	22,421	20,009	12.1
Maryland	103,714	98,628	5.2
Massachusetts	281,557	253,990	10.9
Michigan	295,374	282,707	4.5
Minnesota	110,967	109,327	1.5
Mississippi	35,300	32,382	9.0
Missouri	175,321	165,614	5.9
Montana	14,174	13,551	4.6
Nebraska	46,188	42,839	7.8
Nevada	37,953	36,288	4.6
New Hampshire	17,333	15,563	11.4
New Jersey	298,428	281,568	6.0
New Mexico	27,292	25,896	5.4
New York	875,755	833,645	5.1
North Carolina	136,365	127,901	6.6
North Dakota	13,254	13,319	-0.5
Ohio	330,398	319,825	3.3
Oklahoma	79,778	83,466	-4.4
Oregon	87,949	85,332	3.1
Pennsylvania	421,923	407,703	3.5
Rhode Island	36,746	33,158	10.8
South Carolina	62,197	60,236	3.3
South Dakota	9,691	9,568	1.3
Tennessee	116,617	107,574	8.4
Texas	770,088	707,128	8.9
Utah	37,928	35,641	6.4
Vermont	7,309	6,978	4.7
Virginia	124,483	112,326	10.8
Washington	145,646	131,269	11.0
West Virginia	30,174	29,327	2.9
Wisconsin	125,971	123,129	2.3
Wyoming	6,540	6,558	-0.3
Total	8,531,857	7,897,601	8.0

Regional newsprint consumption by U.S. daily newspapers*

	1984		1983		
	Number of newspapers	Consumption	Number of newspapers	Consumption	% change
Northeast	311	2,065,556	305	1,949,774	5.9
North Central	537	1,805,516	541	1,701,481	6.1
South	579	2,722,620	581	2,510,183	8.5
West	301	1,938,165	301	1,736,163	11.6
Total	1,728	8,531,857	1,728	7,897,601	8.0
Total consumption by all U.S. users		11,441,000		10,589,000	8.0

*Metric tons

Abitibi-Price announces another capacity cutback; three other companies report temporary closings

With newsprint stocks continuing at historically high levels, Abitibi-Price Inc. will reduce capacity by 25,000 metric tons this month.

The reduction is equivalent to about five days of production.

Already this year, the company has reduced operations by the equivalent of 21 days' production [**presstime**, July 1985, p. 72].

Other recent, temporary mill closings announced by newsprint manufacturers include:

- MacMillan Bloedel Ltd. at its Powell River, British Columbia, mill—July 2-3; and at its Port Alberni, British Columbia, mill July 2-4
- British Columbia Forest Products Ltd. at its Crofton, British Columbia, mill—June 18-July 4
- Kruger Inc. at its Three Rivers, Quebec, mill—June 22-July 1. ☐

Newsprint report ready

ANPA's annual report on newsprint characteristics has been distributed to member newspapers.

For extra copies, contact Doris E. Kleintop at The Newspaper Center in Reston, Va., and specify Special Report 85-3, "Newsprint Properties Analyzed, Test Results for 1984."

To obtain the confidential code numbers of suppliers, a newspaper must provide ANPA with a list of its suppliers along with mill locations.

First-half consumption rises 2.1 percent

Newsprint consumption by all U.S. users was up 5.8 percent in June compared with June 1984. There was an extra Sunday in June this year, accounting for about 3 percent of the increase. For the first half of 1985, U.S. newsprint users consumed 2.1-percent more than they did a year earlier.

Meanwhile, consumption by U.S. daily newspapers increased 8.3 percent in June and 4.9 percent for the first six months, compared with 1984 totals.

Newsprint inventories of newspapers in ANPA's statistical sample were estimated at 52 days' supply at the end of June, up from 48 days a year earlier. Stocks of North American mills were 53.7-percent above the previous year's level.

The June operating rate for Canadian mills was 89 percent of capacity, and for U.S. mills it was 91.7 percent.

Shipments from Canadian mills for the first six months were down 0.9 percent from the same period last year. Canadian shipments to the United States were up 2 percent, those within Canada decreased 4.8 percent, and those to overseas customers decreased 0.1 percent.

Domestic shipments from U.S. mills for the first half of '85 were down 5.1 percent.

Estimated consumption of all U.S. daily newspapers[1]

Region	**May 1985(r)**	**May 1984**	**% Change**
Northeast	186,602	174,528	+6.9
North Central	159,928	157,495	+1.5
South	241,295	231,705	+4.1
West	168,875	159,540	+5.9
Circulation size			
up to 25,000	56,504	47,245	+19.6
25,001-100,000	152,536	130,233	+17.1
Over 100,000	547,660	545,790	+0.3
May totals	756,700	723,268	+4.6
Five-month totals	3,550,457	3,407,495	+4.2
Region	**June 1985(p)**	**June 1984**	**% Change**
Northeast	181,962	165,442	+10.0
North Central	153,286	142,854	+7.3
South	229,674	211,744	+8.5
West	160,129	149,631	+7.0
Circulation size			
up to 25,000	51,931	43,820	+18.5
25,001-100,000	144,800	119,729	+20.9
Over 100,000	528,320	506,122	+4.4
June totals	725,051	669,671	+8.3
Six-month totals	4,275,508	4,077,166	+4.9

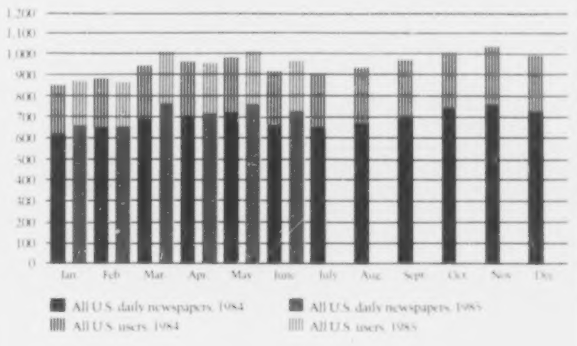
Estimated consumption of all U.S. users

	1985	**1984**	**% Change**
April totals	957,000(r)	973,000	-1.6(r)
May totals	1,004,000(r)	992,000	+1.2(r)
June totals	969,000(p)	916,000	+5.8(p)
Six-month totals	5,673,000(p)	5,554,000	+2.1(p)

Production

	Canada	**U.S.A.**	**North America**
June 1985	725,327	407,683	1,133,010
June 1984	785,765	424,251	1,210,016
Decrease	-60,438	-16,568	-77,006
	-7.7%	-3.9%	-6.4%
Six months 1985	4,574,258	2,486,941	7,061,199
Six months 1984	4,378,612	2,542,680	6,921,292
Increase or	+195,646	-55,739	+139,907
decrease	+4.5%	-2.2%	+2.0%

Estimated newsprint consumption 1984-85 (thousands of metric tons)



Stocks

U.S. publishers[2]	**Tonnage**	**Days' supply on hand**	**Days' supply in transit**
April 1985	976,758	43	6
April 1984	770,386	33	6
May 1985	954,629	42(r)	6
May 1984	811,160	36	7
June 1985	935,710	45	7
June 1984	872,610	40	8
Canadian mills			
June 1985	374,796	--	--
June 1984	235,646	--	--
U.S. mills			
June 1985	72,537	--	--
June 1984	55,370	--	--

Shipments

From Canadian mills	**U.S.A.**	**Canada**	**Export**	**Total**
June 1985	545,712	75,875	111,268	732,855
June 1984	653,984	102,160	120,718	876,862
Six months 1985	3,315,657	514,410	655,291	4,485,358
Six months 1984	3,249,574	540,418	655,957	4,445,949
Increase or	+66,083	-26,008	-666	+39,409
decrease	+2.0%	-4.8%	-0.1%	+0.9%
From U.S. mills				
June 1985	382,810	----	23,162	405,972
June 1984	408,225	----	10,257	418,482
Six months 1985	2,337,711	----	137,492	2,475,203
Six months 1984	2,463,527	----	124,489	2,588,016
Increase or	-125,816	----	+13,003	-112,813
decrease	-5.1%	----	+10.4%	-4.4%
From North American mills				
June 1985	928,522	75,875	134,430	1,138,827
June 1984	1,062,209	102,160	130,975	1,295,344
Six months 1985	5,653,368	514,410	792,783	6,960,561
Six months 1984	5,713,101	540,418	780,446	7,033,965
Increase or	-59,733	-26,008	+12,337	-73,404
decrease	-1.0%	-4.8%	+1.6%	-1.0%

[1] Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables in metric tons.

[2] Represents stocks of ANPA-member newspapers in statistical sample
(r) = revised (p) = preliminary

New half-page format helps to control newsprint costs

The Arizona Republic and The Phoenix Gazette are saving newsprint by running a page occasionally that is half the normal width.

"I have never heard of anyone else using (the half-page format)," said Production Director John H. Phillips, who introduced the idea. The half page results from the use of a jumbo roll of newsprint that when cut as it comes off the press leaves one page within a section only half as wide as the others.

The innovation is part of an effort "to get a tighter rein on newsprint costs," said Ronald M. Taylor, publications editor for the Phoenix dailies.

The cost and trouble involved in instituting the half page was minimal, said Production Director Phillips. "It required no mechanical modification," he said, adding that the main adjustment, which involved accommodating the wider newsprint roll, was a normal one.

Using half pages "allows you to jump in increments of one page (in a straight run) or two pages (in a collect run)" instead of two pages and four pages, respectively, according to Phillips. A collect run produces half the amount of papers as a straight run in the same amount of time.

The paper has used half pages twice. Phillips estimated that each time a half page is used, more than $1,000 is saved.

Reader reaction has been negligible. William R. Shover, director of community and corporate services, was "quite surprised" at receiving only two or three calls, all of which were informational in nature rather than complaints.

The decision on whether to use half pages is made on a day-to-day basis, with half pages being used to "attack unusually loose or tight papers," according to Phillips.

Half pages have been used only for the daily sports scoreboard but conceivably could be used "anywhere in the paper," said Taylor. He added that the business/economy section would lend itself to the use of the half-page, particularly in printing stock quotes. ☐

Prices remain stable

Virtually all newsprint producers serving the United States east of the Rocky Mountains again postponed a $35-a-metric-ton increase. The delay from July 1 to Sept. 1 was the fifth postponement this year [presstime, May 1985, p. 78]. And there was speculation that the Sept. 1 increase may not stick because of publisher resistance.

NEWSPRINT NOTES

- Sir James **Goldsmith became chairman of Crown Zellerbach** Corp. after increasing his stake in the company to more than 50 percent.

His new role, announced July 25, is part of an agreement that marks a truce in an eight-month feud between Goldsmith and Crown. The disagreement stemmed mostly from Crown's restructuring plans that recently were filed with the Securities and Exchange Commission [presstime, July 1985, p. 72].

Under the new agreement, a revised restructuring plan will be considered. It includes many features of the original plan, except that Crown's timber properties will be held by a corporation rather than a partnership.

Also, additional Crown shares may be purchased by General Oriental Securities Ltd., the flagship unit in an investment partnership headed by Goldsmith, 51.

- Members of the United Paperworkers International Union ratified a **31-month extension to a labor contract** at Boise Southern Co.'s DeRidder, La., mill. The contract, which had been scheduled to expire June 15, 1986, provides for pay increases of 5 percent in the first year and 3 percent annually thereafter.

Also on the labor front, negotiations between the UPIU and Garden State Paper Co. in Garfield, N.J., are in arbitration [presstime, June 1985, p. 85].

- Great Lakes Forest Products Ltd. has **reached an agreement with archaeologists** that will allow construction of a newsprint mill near Usk, Wash., to begin this summer. There had been some concerns about construction because of the discovery of artifacts on the site [presstime, June 1985, p. 85]. Operation of the mill is now planned to start in early 1987.

Congress considers proposed Conrail sale to Morgan Stanley

Legislation permitting the U.S. government to sell Conrail to a group put together by Morgan Stanley & Co. was formally introduced in Congress.

Under the Morgan Stanley plan, the group of investors that now numbers 32 has offered to pay $1.2 billion for the government's 85-percent interest in the rail system. Legislation permitting the railroad to be sold to Norfolk Southern Corp. previously had been introduced [presstime, July 1985, p. 72].

The Morgan Stanley plan has gained support of some top rail union leaders who said that "an independent Conrail will best serve the public interest by preserving vigorous railroad competition in the Northeast and Midwest." However, the United Transportation Union, the largest of Conrail's unions, was not represented in the group of endorsers.

Conrail for the first half of 1985 reported net income of $209.5 million, about $60.3-million less than the same period in 1984. However, Conrail officials said last year's figures did not reflect paying union employees' full industry-scale wages. If they had included that expenditure, they would have shown $205-million income for the half year, officials said. ☐

U.S. rails, UTU reach tentative accord

Railroads in the United States have reached a tentative contract agreement with the United Transportation Union, the largest of 13 rail unions.

Union and management officials said it provides for a 10.5-percent wage increase over 44 months.

New employees would start at 75 percent of the current starting pay but would catch up to the standard pay scale in five years.

Mediators continue to hold talks with the 12 other U.S. rail unions.

Meanwhile, in Canada, a two-year labor agreement has been ratified between railroads and non-operating unions, consisting of employees who do not directly operate trains. It provides for pay increases of 4 percent each year. Negotiations continue between railroads and Canadian operating unions, consisting of employees such as engineers [presstime, April 1985, p. 43]. ☐

Speeches

William O. Taylor

J. Patrick O'Callaghan

Harvey C. Jacobs

Julie Kirsh

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Washington Dulles International Airport, Washington, D.C. 20041:

Responding to Employee Needs in a Changing Workplace
William O. Taylor, chairman and publisher, The Boston Globe. Newspaper Personnel Relations Association annual conference, Boston, June 23.

A Free Press, the Establishment and Journalism Ethics
J. Patrick O'Callaghan, publisher, The Calgary (Alberta) Herald. Canadian Association of Municipal Administrators annual conference, Calgary, May 30.

Understanding the Function of a Free Press in a Democracy
Warren H. Phillips, chairman and chief executive officer, Dow Jones & Co. Inc., and publisher, The Wall Street Journal, New York City. Remarks made in receiving the annual Anti-Defamation League of B'nai Brith's Hubert H. Humphrey First Amendment Freedom Prize, New York City, June 7.

Readers: An Endangered Species
Harvey C. Jacobs, editor, The Indianapolis News. Central States Circulation Association annual regional meeting, Indianapolis, March 25. (Or see May 1, 1985, Vital Speeches of the Day, Box 606, Southold, N.Y. 11971.)

Newspaper Design and Typography: What Readers Wish to See
Jos T'Seyen, marketing director, Concentra Group, Hasselt, Belgium. International Newspaper Color Association—International Federation of Newspaper Publishers Research Association symposium, Barcelona, Spain, May 14.

The Rule of Law and Freedom of the Press
Philip B. Kurland, William R. Kenan Jr. distinguished service professor, University of Chicago Law School. ANPA/American Bar Association Task Force meeting, New York City, June 20.

Marketing Positioning Research and Its Role in Newspaper Production
Thomas Holbein, chairman, International Newspaper Promotion Association Research Committee, and executive vice president, Belden Associates, Dallas. INPA Pacific Division annual conference, Auckland, New Zealand, April 29.

The Power of Information in the Quest for Peace: The Tools of Mass Communication
Charles Z. Wick, director/United States Information Agency, Washington, D.C. Commencement address, George Washington University, Washington, D.C., May 5. (Or see June 15, 1985, Vital Speeches of the Day, Box 606, Southold, N.Y. 11971.)

From the ANPA Labor Relations and Technology Seminar, New Orleans, June 7-8:

Future Technology
William D. Rinehart, ANPA vice president/technical, Reston, Va.

The Hazard Communication Standard
Richard W. Neergaard, ANPA manager/environmental services, Reston, Va.

From the Special Libraries Association annual convention, Winnipeg, Manitoba, June 8-13:

Managing the Newspaper Library and Its Collections
Julie Kirsh, chief librarian, The Toronto Sun

The Use of Subject Headings in Clipping Files
Ellen D. Briscoe, librarian, Falmouth (Mass.) Enterprise

Scripps Howard gets new logo, leader and potential partner

Scripps Howard has been an unusually active company in recent months. It has a new logo, a slightly different name, a new chief and a new potential partner.

The logo is a stylized version of the company's familiar corporate symbol, a lighthouse.

The name change involved deleting the hyphen from "Scripps-Howard."

The new chief is Lawrence A. Leser, who on July 1 succeeded Edward W. Estlow as president and chief executive officer. Estlow, 65, retired from the post and was named chairman of the Executive Committee.

The potential partner is the John P. Scripps Newspaper Group. Shortly after Leser, who had been executive vice president, began his new duties, Scripps Howard announced plans to merge with the John P. Scripps organization.

The latter company was founded by a relative of E.W. Scripps, founder of The E.W. Scripps Co., which uses the trade name of Scripps Howard.

Scripps Howard said the merger as envisioned would involve an exchange of stock "with the John P. Scripps Newspaper Group becoming an independent operating division within Scripps Howard." Top executives at the companies declined to comment beyond the contents of the statement.

The San Diego-based John P. Scripps organization owns six dailies and four weeklies in California and one daily in Washington state. In 1984, privately-held Scripps Howard had a total circulation of 1.4 million at 14 dailies, making it the ninth largest newspaper group in the United States.

In other Scripps Howard developments, a trade publication reported recently that the Cincinnati-based firm is negotiating to buy community newspapers in California from The Hearst Corp. Going in the other direction, Scripps Howard is negotiating the sale of the Columbus (Ohio) Citizen-Journal. (See story p. 16).

NIE responses due

A biennial survey of Newspaper in Education programs is in progress.

ANPA Foundation and the International Newspaper Promotion Association sent questionnaires in July to all U.S. daily newspaper publishers, promotion managers and NIE coordinators. Responses are due by Aug. 30.

Results should be available by the end of the year, said Linda B. Skover, Foundation manager/education services.

Recent acquisitions

The New York Times Co. is acquiring the Santa Barbara (Calif.) News-Press, daily circulation 48,665.

Donrey Media Group of Las Vegas acquired The Minot (N.D.) Daily News, circulation 29,377.

Thomson Newspapers Inc. of Des Plaines, Ill., acquired The Dickinson (N.D.) Press, daily circulation 8,320.

W. Dean Singleton and Richard B. Scudder of Woodbury, N.J., acquired Sparks Newspapers, which includes the following California dailies: The Daily Review of Hayward, circulation 46,150; The Argus of Fremont-Newark, 20,423; and The Tri-Valley Herald of Dublin and The San Ramon Valley Herald of Danville, combined circulation 21,165.

Sunrise Industries Inc., a subsidiary of Ingersoll Newspapers Inc. of Lakeville, Conn., acquired the Alton (Ill.) Telegraph, daily circulation 37,767.

Press associations: changes in command

The **Association of Newspaper Classified Advertising Managers,** at its annual sales conference June 23-27 in New Orleans, elected the following new officers:

- *President*—Herbert G. Barger, Houston Chronicle
- *President-elect*—Lee C. Bollinger, The Press Democrat, Santa Rosa, Calif.
- *Second Vice President*—James T. Conner, Morning Advocate and State-Times, Baton Rouge, La.
- *Third Vice President*—Bill D. Horton, Fort Worth Star-Telegram
- *Secretary-Treasurer*—Ronald Beach, San Jose (Calif.) Mercury News.

Jack Kent Cooke agrees to sell Multimedia shares

Jack Kent Cooke's abandonment of his pursuit of Multimedia Inc. should enable the company to pursue its recapitalization plan unhampered, observers say.

Cooke July 19 agreed to sell his nearly 10-percent stake in the newspaper and broadcasting company. Multimedia will purchase his 1,626,500 shares for $70 each, which will net the owner of the Washington Redskins, the Chrysler Building and other properties a reported $24.5-million profit.

In its recapitalization plan, Multimedia is offering shareholders three choices for its purchase of each share.

Stockholders can retain a 78-percent interest in each share while receiving $35.97 in cash and debentures with a current face value of $26.54. The 15-year debentures (a type of bond) carry a 16-percent interest rate.

Or they can receive $125 worth of debentures per share and forego retaining any equity interest.

In the last option, they also give up equity but receive $41.25 in cash per share plus $26.54 in debentures.

The recapitalization plan will be submitted to Multimedia stockholders for a vote.

Southam board approves fair price amendment

The board of directors of Southam Inc. approved in July a so-called fair price amendment and submitted the measure to stockholders for a vote. If approved, the measure would be the first of its kind for a publicly held newspaper company in Canada, according to John G. Craig, Southam secretary and vice president, finance.

Craig said the board was responding to investor interest in newspaper companies in Canada and the precedent set by U.S. media companies that have passed fair price amendments [presstime, July 1985, p. 6].

The Southam measure would require that all stockholders be offered the highest price paid to those who sold early during a bid to acquire the company. Where the price was not offered equally and the board opposed a takeover bid, 80 percent of the shareholders would have to approve the company's sale.

Craig said no shareholder owns more than 10 percent of Southam.

Parade reports defections from Family Weekly papers

Parade Publications said July 24 that the number of newspapers carrying its Sunday supplement would more than double and its circulation base grow by almost 4.6 million to 29.8 million two weeks after its major competitor, Family Weekly, undergoes a metamorphosis Sept. 8 into Gannett Co.'s USA Weekend.

According to Carlo Vittorini, president and publisher of Parade, "millions" of the circulation growth is from papers that formerly carried Family Weekly.

When the Family Weekly format change was announced, "papers came to us to see if we would be interested in accepting distribution" through them, said Vittorini. "It was a significant number, and it caused us to rethink our marketing strategy."

"There's no question that of our 5-million (circulation) gain, some millions of it were former Family Weekly-distributing newspapers," he said.

However, the president of USA Weekend said he expects its circulation to approximate Family Weekly's.

"We expect, with gains and losses, for our circulation to be pretty much the same on Sept. 8 as it is today, 12 million-plus," said Ramon G. Gaulke.

Gaulke acknowledged that some newspapers have given notice that they will not carry the revamped magazine, whose front cover looks like a truncated version of Gannett's USA Today. He declined to give names or numbers.

He said the Dallas Times Herald and The Denver Post had signed to carry USA Weekend. When Gannett bought Family Weekly from CBS Inc. in February, it was carried by 362 newspapers [presstime, March 1985, p. 68].

Vittorini said 145 newspapers would be added Sept. 22 to the 134 newspapers that already carry Parade. One of the major additions is the Orange County (Calif.) Register, which formerly carried Family Weekly, he said.

UPI allows purchase offer to expire

United Press International in July allowed a $17-million purchase offer to expire. The wire service, which is in Chapter 11 bankruptcy, said the two-week deadline for a decision on the offer was not enough time to consider it.

However, Washington, D.C., lawyer David Rubenstein, spokesman for the group of unidentified investors who made the offer, said the development does not necessarily mean his clients no longer are interested in a deal.

Also, UPI officials said there continue to be other interested parties.

In a related development, UPI has asked a U.S. bankruptcy judge to void its contract with the Wire Service Guild [presstime, July 1985, p. 75].

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ANPA *Calendar*

AUGUST

ANPA/National Advertising Bureau-Audit Bureau of Circulations Liaison Committee meeting with ABC newspaper directors
J.W. Marriott Hotel, Washington, D.C., Aug. 1

ANPA/AEJMC Cooperative Committee meeting
Holiday Crowne Plaza Hotel, Memphis, Aug. 3

ANPA Newspaper Color Separation Techniques Seminar
The Newspaper Center, Reston, Va., Aug. 5-9

Newspaper in Education Methods Instructor Seminar sponsored by ANPA Foundation and the University of San Diego
University of San Diego, Aug. 13-15

ANPA Telecommunications Systems Workshop, "Connections"
Westin O'Hare, Chicago, Aug. 15-16

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Aug. 19-23

Libel Trial Symposium sponsored by ANPA, the National Association of Broadcasters and the Libel Defense Resource Center
Hyatt Regency O'Hare, Chicago, Aug. 21-23

ANPA Executive Committee meeting
The Forum, Fargo, N.D., Aug. 27

SEPTEMBER

ANPA Technical Committee meeting
The Newspaper Center, Reston, Va., Sept. 5-6

ANPA Operations Management Conference & Exposition Arrangements Committee meeting
The Newspaper Center, Reston, Va., Sept. 5-6

ANPA Board of Directors meeting
Inn on the Park, Houston, Sept. 10-12

ANPA Management Development Workshop
Georgetown Marbury House, Washington, D.C., Sept. 16-20

ANPA Newspaper Quality Seminar
The Newspaper Center, Reston, Va. Sept. 16-20

ANPA Foundation NIE Committee meeting
Sheraton International Conference Center, Reston, Va., Sept. 19-20

ANPA Human Resources Committee meeting
Capital Hilton, Washington, D.C., Sept. 26

ANPA Government Affairs Committee meeting
Capital Hilton, Washington, D.C., Sept. 26-27

ANPA Industry Affairs Committee meeting
The Newspaper Center, Reston, Va., Sept. 30-Oct. 1

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Sept. 30-Oct. 4

OCTOBER

Labor Relations Seminar sponsored by ANPA, the Industrial Relations Bureau and Pacific Northwest Newspaper Association
Doubletree Hotel, Monterey, Calif., Oct. 7-9

ANPA Postal Committee meeting
Capital Hilton, Washington, D.C., Oct. 8-9

ANPA Telecommunications Committee meeting
Vista International Hotel, Washington, D.C., Oct. 8-10

Newsprint Seminar sponsored by ANPA and the Canadian Pulp and Paper Association Technical Section
Hyatt Regency O'Hare, Chicago, Oct. 10-11

ANPA Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Washington Marriott, Washington, D.C., Oct. 14-16

NIE Instructor Training Seminar
Airlie House, Warrenton, Va., Oct. 14-17

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., Oct. 28-Nov. 1

ANPA

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Sessions of 1985 Convention rated by attendees

Attendees rated the clinic on "Learning/Leading/Managing" the most valuable session of the 1985 ANPA Convention.

Speakers at the clinic were Kenneth H. Blanchard, author of the best-selling book *The One Minute Manager*, and Ann M. Morrison of the Center for Creative Leadership in Greensboro, N.C. The session was chaired by Madelyn P. Jennings, senior vice president/personnel and administration, Gannett Co.

Ratings for this and other Convention segments were based on responses from 203 attendees who completed a post-Convention questionnaire.

Asked to rate sessions on a scale of 1 to 6, the respondents also gave high marks to the ANPA Annual Luncheon at which Vernon A. Walters, U.S. ambassador to the United Nations, spoke; the Associated Press session "Conversations on Credibility"; the ANPA Keynote Breakfast, which featured a speech by Henry A. Kissinger; the AP Annual Luncheon with speaker Peter V. Ueberroth, commissioner of baseball; and clinics on "Human Resources" and "Research and Development—What's New."

Rated least valuable was the ANPA Annual Business Meeting, followed by the ANPA Dinner/Dance.

Of the 203 respondents, 111 favored the Convention's returning to Miami Beach in the future.

The Convention Arrangements Committee, chaired by Joseph F. Barletta of the San Francisco Newspaper Agency, has begun planning the 100th Annual Convention in San Francisco April 21-23, 1986. General Sessions will be in the Masonic Auditorium, near the Fairmont Hotel. ☐

Newspaper Center to get new phone numbers

The installation of a new telephone system at The Newspaper Center in Reston, Va., will mean new telephone numbers for the Association and its staff.

The AT&T System 75 will be installed at the close of business on Friday, Aug. 23. Beginning Monday morning, Aug. 26, ANPA's new number will be (703) 648-1000.

A major feature of the new system will be "direct-to-desk dialing," said John W. Iobst, ANPA research manager/computer applications. Each staff member will get an individual telephone number that can be dialed directly from the outside, which Iobst said will mean quicker, more responsive service for member newspapers and the general public. Under the system that is being replaced, calls are routed through a switchboard.

A card containing the numbers of key staff personnel will be distributed to all ANPA members.

Ernest L. King named hygienist

Ernest L. King has joined the ANPA staff as an industrial hygienist.

Ernest L. King

King, 24, formerly was a state sanitarian attached to the Fairfax County, Va., Health Department.

He received a bachelor's degree in environmental health from Mississippi Valley State University in 1981 and a master's degree in the same field from East Tennessee State University in 1983. He also has done postgraduate work in environmental planning at the University of Virginia. ☐

D.C. office moved

ANPA moved its downtown office in Washington, D.C., to the newly renovated National Press Building on July 1.

The office is used by the Association staff and representatives of ANPA-member newspapers for meetings and other Association business.

The address is Suite 1099, National Press Building, 14th and F streets N.W., Washington, D.C. 20045.

The National Press Building is about 20 miles from ANPA's main office at The Newspaper Center in Reston, Va. ☐

New members

The Home News

Hialeah, Fla. (circulation 5,000). Donald A. MacKenzie, publisher.

Laredo Morning Times

Laredo, Texas (circulation 18,082). Mike Herrera III, publisher.

THE WAYNE INDEPENDENT

Honesdale, Pa. (circulation 11,500). J. W. Johnson, publisher.

THE ORANGE LEADER

Orange, Texas (circulation 11,361). Harry Wood, publisher.

THE REXBURG STANDARD/JOURNAL

Serving eastern Idaho's Upper Snake River Valley since 1887

Standard-Journal Inc. of Rexburg, Idaho, a group of five newspapers that also includes the Ashton Herald, Rixby Jefferson Star, St. Anthony Fremont County Chronicle-News and Island Park Villager (combined circulation 11,623). John C. Porter, publisher.

Gazette-Enterprise

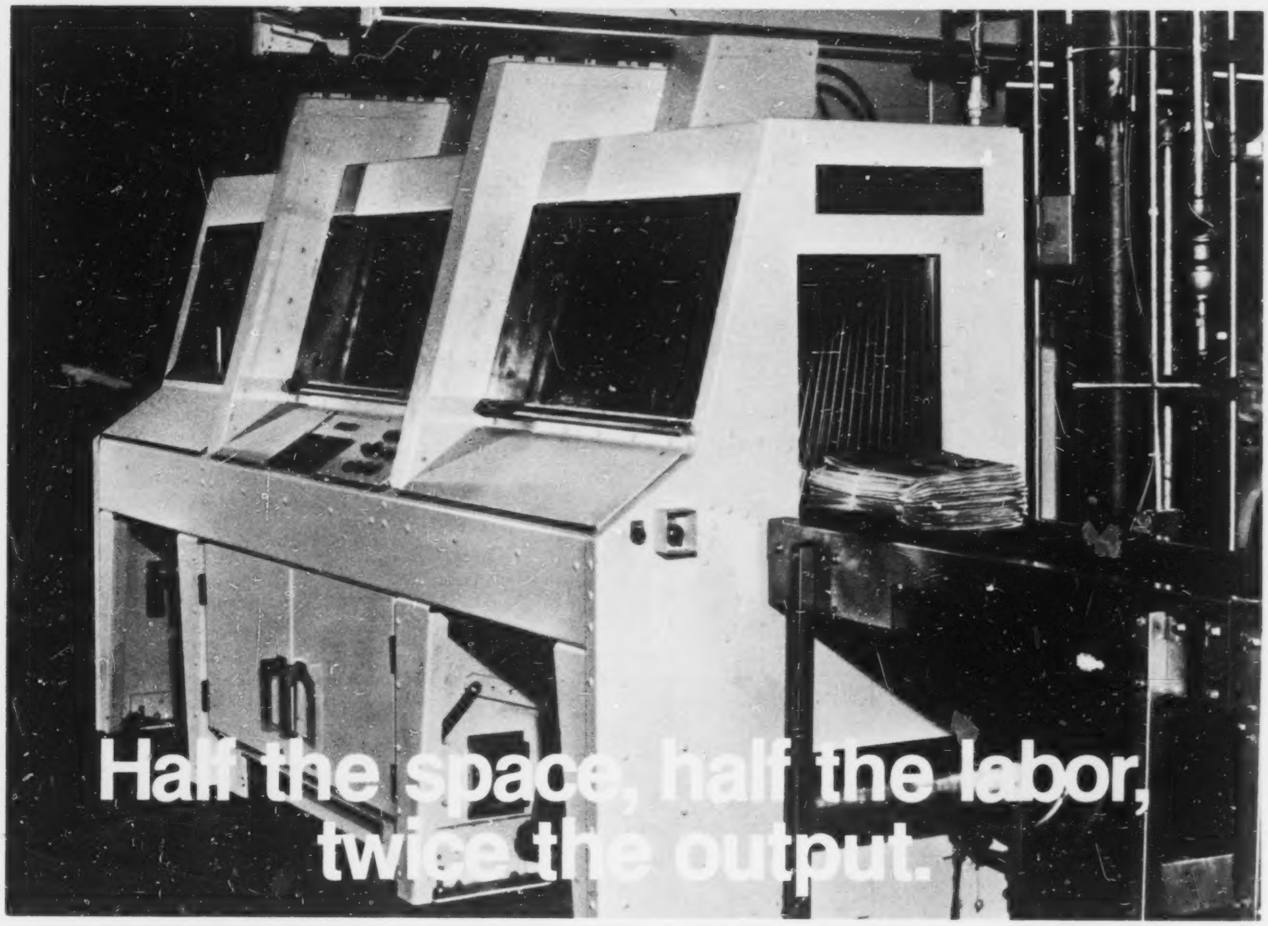
Seguin, Texas (circulation 5,496). Mike Graxiola, publisher.

VALLEY MORNING STAR

Harlingen, Texas (circulation 24,772). V. Lyle DeBolt, Publisher.

New York Law Journal

Price Communications Corp., New York City, also publisher of the National Law Journal (combined circulation 47,000). Robert Price, President. ☐



The new Harris NP-160 sets the technological standard in newspaper packaging by doing the work of two conventional lines in half the floor space and with half the labor requirements.

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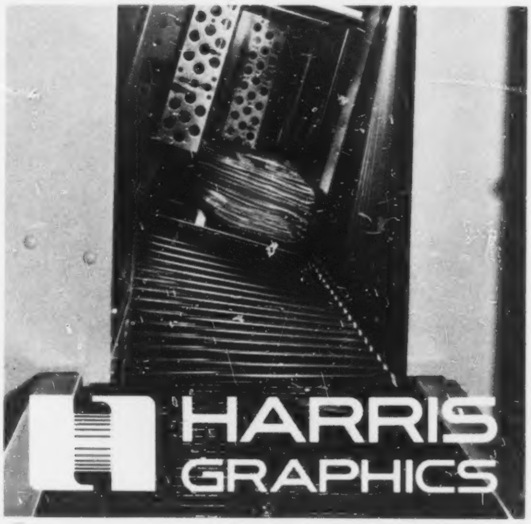

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"Our new UNIMAN 4/2 has run beautifully from day one."

Jack Mann, Production Manager
The Telegraph

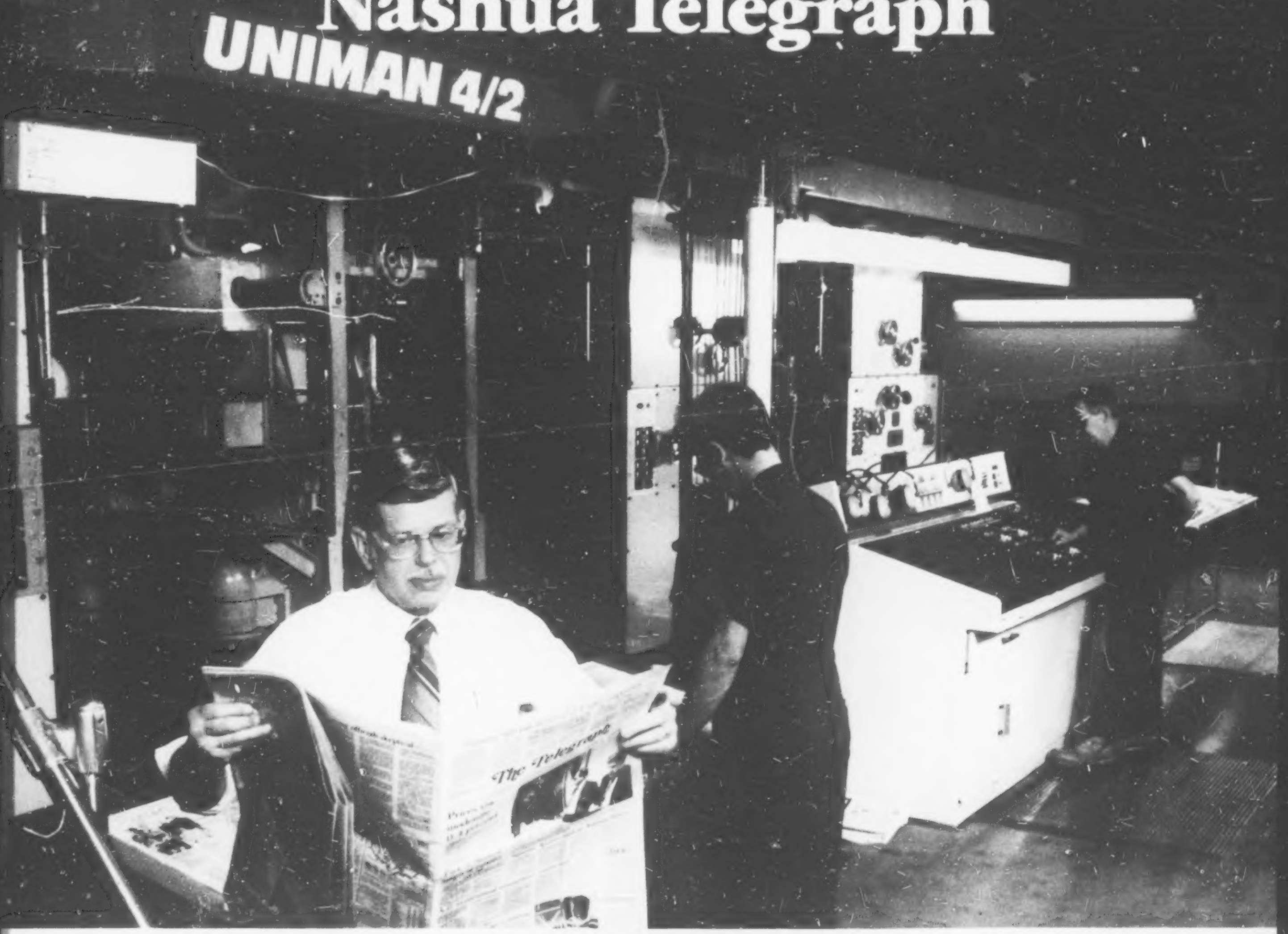
For its size (circulation 30,000), The Telegraph in the Nashua area of New Hampshire may be one of the most progressive papers in the country. Almost every department is thoroughly computerized to achieve maximum productivity. When the paper recently converted from letterpress to offset, it chose M.A.N.-Roland's UNIMAN 4/2 with production performance in mind.

Says production manager Jack Mann, "The folder and the remote inking system with its automatic preset and direct dampening were deciding factors. Usually, we get saleable papers within fifty copies after the ink is turned on."

And Mr. Mann is *very* pleased with the installation crew. "Support from M.A.N. has been excellent," he declared. "They installed the units with shims as thin as a thousandth of an inch to make sure the press was absolutely level. Where else are you going to find that?"

M.A.N.-Roland, a world leader in the manufacturing of printing presses, serves newspapers that demand productivity and quality. For more information on the affordable UNIMAN 4/2 double width or UNIMAN 2/2 single width press, call us at 201-469-6600, or write to M.A.N.-Roland Newspaper Press Division, 333 Cedar Avenue, Middlesex, NJ 08846.

UP AND RUNNING at the Nashua Telegraph



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